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The Case for

Replacing Exercise with Play

THE GREAT WHITE WHALE WHEN IT COMES TO FORMING NEW HABITS, FOR MOST PEOPLE, IS EXERCISE.

Along with eating your vegetables, meditation, getting good sleep and quitting smoking, exercise is probably the most important habit change anyone can make.

And yet, most people struggle with creating a lasting exercise habit. The solution is to replace the “exercise” habit with play. Kids don’t care about what they “should” do ... all they want to do is have fun. And so they play.

WHY EXERCISE SUCKS

I actually love exercise. I love doing a weight workout, going for a run, doing a bunch of pushups. For me, it’s play.

But for most people, it’s grueling and tiring and uncomfortable and boring. When this is how you see the new habit, you’re very unlikely to stick to it for long. It’s possible, but only if you have an incredible amount of commitment, motivation, determination, accountability. And even then, it’s still likely to fail after awhile.

We procrastinate when it comes to exercise, even when we know it’s good for us. Even when we know that we’ll feel better afterward. It sucks because it’s just another difficult chore that we’re adding to our already full days. And even when we have nothing to do, the lure of digital fun is much stronger than the call of the elliptical machine.

HOW TO FORM THE PLAY HABIT INSTEAD



If we don’t enjoy a habit, we’re not likely to stick to it for long. We rationalize reasons to put it off. This is objective fact: every single one of us has done this, probably many times.

So what’s the solution? Do we just wave our hands in the air and get chronic diseases instead of exercising?

No: we get moving, but we make it fun. We turn activity into play.

Think about the exercise you’ve been putting off, and whether it sounds like fun. Now think about running around wildly, dancing to loud music, racing your kids or best friend, taking a bike out to explore your city or bike trails, doing a pushup competition with friends, taking kickboxing classes with a group of family members, going for a hike with your honey, playing soccer or basketball with friends.

For some of you, some (or all) of these

will sound like fun! Perhaps not all of them are appealing, because we each have our different idea of what fun is. I like the idea of strapping a bunch of bricks to my back and doing pushups and bear crawls and long-distance running/hiking, but I might have a perverse idea of what fun is. Your idea of fun might be very different.

Whatever sounds like fun, do that! And do it not because you “should” but because you want to enjoy moving. Don’t try to hit a certain number of minutes, or any goal — just play! Lose yourself in it. Make it the most fun you have all day. You deserve that kind of play break. Give yourself little play breaks at different times of the day. Set alarms to go take a 10-minute play break. Make it the reward at the end of your workday. Let play set the tone for your morning, kicking off a day of creativity by releasing your inhibitions.

Go wild. Be spontaneous. Let yourself free. And do it with a crazy smile on your face.

strategies • 20 Simple

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HEALTHY

While most people want to lose weight, get fitter, get healthier... it can be tough forming the habits.

It took me many starts and frustrations before I learned how to live a healthier lifestyle. In 2005, I was 70 lbs. heavier, a smoker, addicted to junk food, sedentary, couldn't exercise for more than a few days without quitting. Today, I am much healthier, leaner, fitter. I eat healthily most of the time (with regular indulgences) and I'm able to stick to a meal plan if I want, and avoid junk food most of the time.

How did I change? I learned a few simple strategies. These aren't for everyone, so pick and choose the ones that might fit in your life, and give them a try!

1. TOSS OUT THE JUNK FOOD. Having junk food in your house or workplace makes it too hard to stick to a healthy diet. If at all possible, toss everything out that's sugary, fatty, greasy, salty. The best strategy is not having it around. Clean out your pantry and fridge!

2. FIND SOME HEALTHY RECIPES AND BUY THE INGREDIENTS. There are thousands online. Find one or two to start with, easy ones that don't take an hour to prepare, and go buy the ingredients today.

3. COOK IN BULK. I find it easiest to stick to a healthy meal plan if

I prepare things in advance. So cook big batches of veggie chili or soup, or tofu veggie stir fry, and put the bulk of it in containers in the fridge or freezer. I like to divide things into meal-sized containers so I just heat things up when it's mealtime.

4. STOCK UP ON HEALTHY SNACKS. When you're hungry for a snack, what will you eat? Have healthy things to munch on at home, at work, and for the road. Fresh fruits, chopped veggies, raw nuts, dried fruits are some of my favorites.

“
WHAT WILL YOU EAT
”

5. SOCIALIZE IN *HEALTHIER* WAYS

Instead of going out to bars or unhealthy restaurants, can you get together for tea, or a game of basketball, or a walk in the park? Or find a healthy restaurant to eat at?

6. FIND A WORKOUT PARTNER.

Get your spouse or good friend or coworker to go on walks or runs with you, or meet you at the gym or a workout class. Having someone do it with you makes it fun and easier, and you're more likely to show up if you have an appointment to meet someone.

7. USE SOCIAL MEDIA FOR MOTIVATION.

You can use Facebook, Twitter, Google+, or your favorite online forums for motivation and accountability. Publicly announce 2-week or month-long health challenges, and have people keep you accountable. Try Fitocracy — it's a social fitness game that can make getting fit fun.

8. PLAY OUTSIDE. It's important to go outside every day and get some fresh air and sunshine. Move around, take the kids out and play, find a friend and take a walk or throw or kick a ball around.



9. FIND HEALTHY OPTIONS FOR EATING OUT. Instead of eating at fast food or chain restaurants where everything is deep fried, can you find more local restaurants where there are some healthy options? Make a list, and go to those places when you go out.

10. MAKE WATER & TEA YOUR DEFAULT DRINK. Many people drink soda or sugar coffee drinks all day. This is not necessary for a healthy or enjoyable life. Water can become your favorite drink, and (unsweetened) tea can be very healthy. I love a mindful green tea ritual once a day.

11. SCHEDULE ACTIVE BREAKS. If you're on the computer all day, schedule short breaks every 30-60 minutes where you stretch, walk around, maybe do some squats or pushups, drink some water. Exercise doesn't have to be just once a day.

12. GET YOUR SPOUSE ON BOARD. It's hard to make changes if your significant other is resistant. So early on in the process (read: right now), share your thinking, share your reading materials, and ask them to help you get healthy. Don't ever force them to change, but see if they can be on your team.

13. START SMALL — don't overdo it. Big changes tend to be hard to sustain. Make one small change on this list, and then try another, then another.

16. EXPLORE BERRIES, KALE, RAW ALMONDS and walnuts, avocado, flaxseeds, quinoa, tofu, tempeh. These are foods that many people don't eat on a regular basis, and some people have never tried some of these. One by one, explore these foods, as I find them to be very healthy. Some of them take some time to acquire the taste, and others (like tofu and tempeh) just need the right seasonings — they don't have to be bland!

17. ADD HEALTHY INGREDIENTS TO YOUR MEALS. If you don't want to change your entire diet, start adding some healthy stuff to your usual meals. For example, if you normally eat spaghetti, try ground turkey or meatless grounds instead of beef. Add some finely-diced kale and carrots, and some flaxseeds. You can do this to many recipes.

18. TRY NEW ETHNIC FOODS. Don't look at changing your diet as a sacrifice. Think of it as a joyous adventure. Want to try going meatless a few days a week? Try some healthy dishes from India, Japan, Thailand, the Mediterranean. It can be a lot of fun, even for the whole family.

19. STOP SMOKING. OK, this isn't the easiest strategy, but it is one of the most important. I quit smoking on Nov. 18, 2005, and it was one of the best things I've ever done in my life. It takes about a month of focused effort. Here are my tips.

20. DIET BEFORE EXERCISE. One of the easiest ways to start getting healthier is to start improving your diet — it's fairly easy to add some fruits and veggies, for example, and maybe cut back on some of the sweets. Starting exercise takes a bit more focus, and doesn't always get results as quickly. On the flip side, if you start exercising, don't let that be an excuse to eat whatever you want — it's easy to negate the benefits of your morning run with a donut and sugary and fatty coffee drink.

Each step along the way, you'll get used to it and it will become your new normal. No step needs to be very difficult.

14. HAVE FUN EXERCISING. Create challenges for yourself, and your friends. Find sports you like to play. Use running as a form of meditation. Exercising doesn't need to be boring or hard — it can be one of the best parts of your day.

15. DRINK RED WINE. One or two glasses of red wine can be very healthy, and can add some pleasure to your new healthy lifestyle. I'm a believer in making a healthy lifestyle one that you enjoy, so add healthy foods you love, activities you enjoy, a mindful tea ritual, and an end-of-the-day wine ritual.

10 Tips To Take Back Control of Your Health

AND GET ON THE PATH TO WELLNESS

by Kavita Haria of the Wellness Junction blog

The most valuable and prized possession is our health. Without our health, we wouldn't be able to achieve the things we want to in our life, go places we want to go and do things we want to do. Over the last few decades, as more and more junk food places have opened and lots of artificially enhanced products created, more and more people have turned to them and forgotten about their bodies. These poor habits along with their living standards have created an increase in illness and lack of peak performance in the body. Due to all of this, we have literally lost control of what goes on in our body and in our health.



FOR MANY YEARS, I have been interested in healthy living and getting my body back into its natural state and how it should function. I prefer to focus on 'prevention' rather than cure and wellness over illness.

Here are ten tips to take back control of your health and get on the path to wellness:

1. KNOW YOUR REASONS. If you're looking to get healthier, fitter and look younger, then you've got to know your reasons as to why you want to become more healthy. If you're familiar with any work in personal development, you may have heard of Tony Robbins and his work which states that no matter what goal you set, the more reasons you have for achieving it, the more you'll convince yourself of wanting to achieve it and you'll go out and get it. Why do you want to get more healthy now and not before in your life? What has caused this change? And how committed are you?

2. CREATE YOUR WELLNESS PLAN. Once you know you actually do want to invest time, energy and resources into taking back control of your health and getting on the path of wellness. Creating your plan requires you to know what you'd like your body and health to look, feel and be like in about 1-5 years time and then breaking down that vision into monthly goals of nutrition, exercise and anything else needed to get you there.

3. GET RID OF YOUR NEGATIVE INFLUENCES

Have you ever tried to improve one part of your life but find that no matter how hard you try, it may not seem to work? It's usually because you haven't cleared out the negative energies or things that are conflicting with it. For example, if you find eating crisps and shortbread biscuits a negative thing when you're trying to get healthy but are still eating it, you're really inhibiting how well your body could do. Make a list of things that you are tolerating in your life, things you know you shouldn't do or have but are still doing it. And slowly cut down and get rid of it.

4. DRINK LOTS OF WATER. During the course of our sleep, we lose a lot of water during our breathing and so it's important that when you get up, you have a big glass of water. The vitality our cells get from water is very important and useful and will keep our body working in correct order. Without water, our cells start to wilt just like plants without water.

5. EAT LOTS OF WATER-RICH CONTENT. Our body is made up of about 70% of water just like our planet and so naturally we should consume enough water to keep our body hydrated and enough to recycle our body's capacity every so often. Consume lots of water-rich fruits and vegetables every day. I make a fresh juice every morning with a selection of fruits, and I also try to have at least two big bowls of salad a day – one at lunch, one at dinner. The simple sugars from fruits are important nutrients and vitamins for our body.

6. REST WELL. Without sleep, our body's clock loses its rhythm and starts to dysfunction, causing poor habits. Rest well and consistently each day. Try to keep your timings consistent so your body can set its routine. If you can't sleep early, get some blindfolds, ear plugs, soothing music, or whatever you need.



7. Exercise at least 30 minutes a day

THIS ARTICLE WOULDN'T BE TRUTHFUL IF I DIDN'T INCLUDE EXERCISE AND FITNESS IN IT. IF YOU DON'T EXERCISE, SERIOUSLY CONSIDER THE IMPACTS ON YOUR BODY. EXERCISE GETS YOUR BODY MOVING, YOUR BLOOD CIRCULATING AND YOUR ENERGY IN MOTION.

IF YOU WORK AT HOME OR OR IN AN OFFICE, GET UP EVERY 30 MINUTES AND WALK AROUND. IF YOU HAVE A STAIRCASE NEARBY, RUN UP AND DOWN IT SEVERAL TIMES A DAY. IF YOU CAN GET OUT FOR A WALK, I HIGHLY RECOMMEND IT FOR AT LEAST 10 MINUTES ONCE IN A DAY. THE GREAT THING IS THAT YOU CAN BREAK UP YOUR 30 MINUTES EXERCISE A DAY INTO 2-3 SEGMENTS SO YOU CAN EXERCISE WHEREVER YOU ARE.

8. EAT YOUR FOOD SLOWER

The Slow Food Movement talks about eating your food slower to aid digestion, heighten the cooking and eating experience and really enjoying your food. I'm in favor for this because of what it can do to your body's digestive system. Research shows that eating slower can make you more fuller and thus you eat less. Read more about this here on Zen Habits.

9. DON'T OVEREAT

Only eat till you are satisfied. Don't

overeate or over-full yourself. Eat with content and till your stomach is satisfied. You can always go and eat something healthy later – and that's better than overeating.

10. KEEP A FOOD JOURNAL

One of the best ways to ensure you keep healthy and stay on track is to keep a food journal and become really aware what you eat. Write down what you eat and drink at every meal time and in between, as well as what exercises you do and when. It's a great momentum-

building tool as well.

So there you have it – ten ways to take back control of your health and get on the path to wellness. If you're serious about this, you'll take on five of the more in one or another in your life. For those whose health is currently not as important, try to incorporate at least one of these.

Getting healthy, becoming fitter and looking more younger is all supposed to be fun, so ensure you keep the fun and excitement in your progress.



A Single Principle to Declutter Your Health

We can't control the future. I wish we could, but we can't. There are simply too many variables and uncontrolled factors at play. Even the best-laid plans are no match for unforeseen circumstances.

Sure we all enjoy the security of attempting to predict, plan, and control our futures because it's a way for us to attempt to reach our goals, but in reality this control is nothing more than an illusion.

A perfectly planned vacation can be ruined by the weather (out of your control), a flight cancellation (out of your control) or

a sickness (again, out of your control). At some point we are going to fail while attempting to control the future in order to reach our goals.

In fact, when it comes to reaching our goals we fail ALL THE TIME. But this is perfectly all right because this is the only way we learn.

The problems arise when we fail to learn from our mistakes and overlook the big picture, and then grasp for even more control by concentrating on the little, small, and insignificant things that don't really matter.

THIS DESIRE TO GUARANTEE THE FUTURE BY CONTROLLING THE SMALL INSIGNIFICANT PARTS OF OUR LIVES SEEMS TO BE HUMAN NATURE, AND THIS FACT IS EXTREMELY EVIDENT IN THE FIELD OF HEALTH AND NUTRITION. THINK OF THE INSIGNIFICANT GIMMICKS THAT YOU'VE BEEN TOLD WILL HELP YOU DROP POUNDS:

Eat breakfast every single day: If you don't, your body goes into 'starvation mode'.

Drink Coffee to speed up your metabolism

Drink 12 glasses of cold water every day

Eat protein for lunch

Sip Green Tea all day

Take your Fish Oil Pills every day.

In reality NONE of these things are going to result in significant or long lasting weight loss results.

Each one is either a misuse of scientific fact (confusing an association with causation), is an exaggeration (the 'metabolism boosting' effects of green tea or caffeine) or is simply repeating common myths as facts (protein for lunch).

And while the health marketers that push these info tid-bits may or may not mean well, convincing you to focus on the minor and mostly irrelevant tasks can not only prevent you from losing weight, it can also affect your health.

Successfully losing weight seems to be one of the most difficult life-problems to solve.

Yet it can be solved with one of the easiest solutions: Eating less.

Spending too much of your time

concentrating on the insignificant parts in an attempt to control the future will cause you to lose sight of the big picture – In this case the big picture is that your body is perfectly capable of burning fat and losing weight without you needing to obsess and stress over learning how this happens.

The exact details are out of your control. Obsessing about them does not change them.

But if you continually try to control the things that are out of your control with the small insignificant part of your life, you end up spending almost all of your time obsessing about health, nutrition and fitness. Recording your meals in a spread sheet, twittering about how 'healthy' your breakfast was, spending an extra 5 dollars to have a 90 cent chicken breast added to your salad at lunch and fretting over the timing of your next meal.

Too much of this and you can end up in a very bad place: Spending every single waking moment of your life thinking, talking and stressing over your health.

And this is NOT healthy.

It's nothing more than a mind full of insignificant health and fitness clutter.

In essence, by thinking that we can guarantee our future by controlling

insignificant day-to-day things we end up sacrificing the enjoyment of our lives for some far off distant goal.

And remember, we can't control the future, so we end up hopelessly grasping for control with more and more of the insignificant things, the 'fluff' and clutter.


And herein lies the big picture that we end up missing: Health is a lifestyle. It is a process. It is not a reward.

You should enjoy the process. It should be easy and sustainable. And in the best of situations, it should be mindless.

Enjoying the process means finding a simple and manageable way to enjoy eating less, and then eliminating the mind-clutter and the obsessive attachment to the insignificant little things. By doing this you eliminate the need to control the future, because you are enjoying the process.

The bottom line is that If you can't sit down with a close friend for twenty minutes and have a good conversation WITHOUT talking about nutrition or your workouts, you need to take a step back and breathe.

Concentrate on getting the best results in the most comfortable and enjoyable way without worrying about the insignificant fluff.



Loosing Weight Gaining Muscle

AND GETTING HEALTHY

WHEN PEOPLE SAY—they want to learn to eat healthily, it's often for one (or more) of the following reasons:

LOSING WEIGHT GAINING MUSCLE GETTING HEALTHIER

Those are all good reasons, and in fact I've done all three (usually two at once). Let's take a look at how the Mindful Diet and healthy eating can be used to further these goals.

LOSING WEIGHT — If you've gained too much weight over the years, it usually happens gradually, sometimes so slowly that it takes awhile before you realized it happened. That means it will take awhile to lose that weight too.

The weight was gained through unhealthy eating habits — eating too much (portion sizes), eating fat-laden and fried food that's high in calories, eating too many sweet

snacks, drinking calorie-heavy beverages, etc. And so to lose the weight, you can't just go on a diet and try to drop it quickly. You have to address the causes, which are the eating habits (and the emotional triggers that the habits are tied to).

The Mindful Diet tries to help you address that by focusing first on mindful eating. That helps you to understand how big the portion sizes are that you're eating, as well as what you're eating that might be unhealthy, what calorie-rich drinks you might be gulping down throughout the day, what emotions might be triggering the unhealthy habits.

That helps you to change the habits, slowly over time. Don't try to change them all at once, or you'll be unlikely to stick to it for long. Also be sure to find healthier ways to deal with your emotional triggers, and form new healthy habits for each trigger (taking a walk when you're stressed, for example).

Mindful eating also helps you to eat more slowly, and be more in tune with your body's hunger signals. That means you're more likely to stop when you're sated, not eat too much, and thus gradually lose weight.

Losing weight is not actually most people's goal, though (even if they

think it is). When you drop pounds on the scale, it might seem encouraging, but you're likely losing a combination of fat, muscle and water weight. The water weight is usually temporary (and can be gained back quickly). The muscle is something you probably don't want to lose — muscle is a good thing to have (it does things like helps you walk and move things around).

What you really want to lose is fat, and that means reducing calories while retaining the muscle. The best way to retain muscle is strength training — bodyweight exercises are good for beginners, and as that gets easier you'll want to add resistance with weights. Aim for the fundamental compound exercises: squats, lunges, deadlifts, bench press/pushup, pullup/chin-up, dips, rows — using your bodyweight, dumbbells or barbells as appropriate.

As for reducing calories, that's usually much easier if you have a lot to lose — when you start eating mindfully, slowly, healthier and less, you start dropping the pounds (hopefully fat) quickly. But it then gets a bit harder, because as you lose weight, your body needs fewer calories just to maintain its new weight — and so the calorie level that used to be a deficit is now your maintenance level. So you'll need to drop the calories even more if you want to continue losing. A good way to do that is to come up with a meal plan that calculates your calories (lots of good sites out there that do this).

Over the long term, reducing calories and incorporating some kind of strength training will help you lose fat. But again, you have to start by focusing on the habits that got you overweight in the first place, and changing them to healthier ones.

A close-up photograph of a man's face and upper body as he lifts a dumbbell. He is looking down at the weight with a focused expression. The background is plain white.

GAINING MUSCLES

but what if your **GOAL** *isn't*
to loose weight

BUT TO GAIN SOME MUSCLE ?

PERHAPS YOU'RE SKINNY AND WANT A LITTLE MEAT ON YOUR BONES? SIMILAR TO LOOSING WEIGHT, YOU CAN'T JUST ADD CALORIES AND EXPECT IT TO COME OUT MUSCLE. LOTS OF IT WILL BE FAT TOO.

SO HOW DO YOU GAIN MUSCLE?

Well, it will take more calories than you've been eating — most people who are skinny and don't think they can build muscle are people who don't eat enough to grow muscle. Growing muscle takes calories, and a bit more protein than you normally need. A grown man who might normally only need 60-65g of protein will need 2-3 times that to grow muscle (start with 2 times as much, and increase if it's not working after a month). You'll want to have 500-750 calories more than your maintenance level on workout days.

IT'S NOT JUST CALORIES

and protein that will build muscle — you need to do some strength training. My recommendation is 3 days a week, 3-4 exercises per workout. You might start with bodyweight squats, lunges, pushups and pullups (modify these to make them easier if you can't do them the regular way). Then progress to dumbbell and then barbell squats, deadlifts, bench press, rows, pullups and shoulder presses (split these exercises between two different workouts and alternate them). Progressively increase the weights or reps so that you're always lifting more or doing more reps than before. By doing these fundamental strength exercises, start light but gradually adding resistance, you'll gain muscle over time, especially if you're adding calories and protein.

GETTING HEALTHY

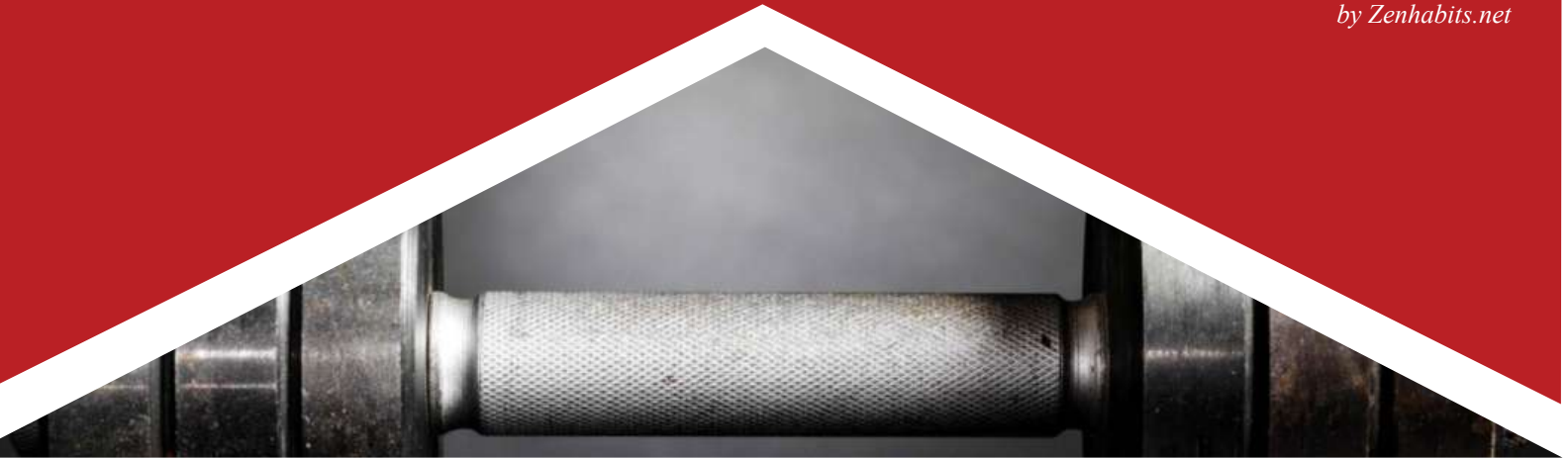
This is the most important goal, but one that most people put as secondary to aesthetic goals like losing body fat (including me). The truth is you can gain health while losing fat or gaining muscle if you also focus on including healthier foods as the foundation of your diet.

That might sound obvious, but it's surprising how many people try to gain muscle by drinking protein shakes and eating a lot of meat, or try to lose fat by drinking Slimfast shakes and the like. These aren't healthy approaches, because you're ignoring a lot of nutrition you need for health. A better approach is to focus on vegetables, lean protein, fruits, nuts, seeds, beans and a modest amount of unprocessed grains. If your diet revolves around these foods, your health will improve you'll be getting the needed nutrients to improve your heart health, immune system, brain functions, while fighting against cancer, diabetes, stroke, and other big diseases. And if at the same time you exercise and eat a reduced-calorie diet (for fat loss) or increased calories (for muscle gain), you can achieve the goals together with improving health.

BUILDING

MUSCLE

by Zenhabits.net



WHILE LOSING FAT

W

HAT IF YOU WANT ALL THREE GOALS AT THE SAME TIME?

You have some fat to lose but you'd also like more muscle, all while getting healthier? Then you'll be going after the Holy Grail of fitness. This Holy Grail is something many seek, but it's elusive as hell. It's possible to gain muscle while losing fat, but 1) you'll only see major results if you're a beginner strength trainer, and 2) if you're not a beginner, your progress will likely be slower than you'd like. I know this from experience. I've tried many times to gain muscle and lose fat at the same time, and while I've accomplished it, it's very slow. That's because if you're on a reduced calorie diet, you don't gain much muscle, even if you're lifting heavy weights. If you're on an increased calorie diet, you don't lose much fat. The best way to try to do both at once is to cycle your calories, putting more calories around the time when you lift, and fewer on your off days. It's still a slower process. I'd recommend focusing on one at a time. If you have a lot of fat to lose, focus on that first. If you're on a reduced calorie diet and lifting weights, you might even see some muscle gain (don't expect a lot). But if you see the fat come off, and you're happy with your level of leanness, you can then switch it up after a couple months and try to gain muscle for 2-3 months. You'll probably gain a bit of fat at the same time, so you can then focus on fat loss, trying to retain the new muscle you've gained. It might seem like two steps forward and one back, but it works much better in my experience.

12 STEP PROGRAM 2

EAT HEALTHIER

then ever before

As I mentioned recently, I was a junk-food addict in my not-too-distant past, and ballooning alarmingly around the waistline. I was addicted to burgers and sodas and fries and pizzas and sweets and all the fast food you can think of and most especially chocolate. Today, while I can't say I only eat wheat germ and fresh veggies picked right from my home

garden, I generally eat healthier than I have ever done in my life. How did I get from Point A (junk food junkie) to Point B (much healthier diet)? I'll let you in on my secret (and it's not a secret if you're one of the many people who discovered this already): I didn't go from Point A to Point B. It's more like Point A to Point Z, with lots of points in between.

SECRET TO MEANINGFUL

improvement

I'm a
vegetarian
mostly vegan

EAT LOTS OF FRUITS VEGGIES, WHOLE GRAINS, NUTS AND BEANS

I'll admit that I still have burgers, though they're veggie burgers instead of fatty meat burgers, and I usually have them with whole grain bread or buns and lots of fresh veggies on them. And I don't use fatty mayo anymore, but Veg anaise, which helps.

I also eat pizza, but it's not covered in sausages or pepperoni, but veggies. I still eat burritos, but I try to fill them with low-fat beans, veggies, salsa, instead of fatty stuff. I really really enjoy soy yogurt and fresh berries, whole-grain cereal with soy milk, oatmeal with berries and nuts.

My point is that I don't deprive myself, but have learned to love foods that are at least a little bit healthier, and in some cases much healthier. I also don't miss meat at all, but the secret to that is the baby steps we'll talk about in this post.

The Problem with Most DIET PLANS

New fad diets in books and magazines and the Internet are a dime a dozen. Some of them are actually pretty decent, but almost all of them have one single flaw that will make it very difficult for anyone to stick to them.

The flaw? They try to get you to change your entire diet at once.

The Power of Small Changes The title of this post is misleading, and I'll admit that. Most people associate a "12-step program" with alcoholics anonymous or similar program, but this post isn't about those programs at all. Take meat for example. Let's say you wanted to become a vegetarian, and you cut out all meat from your diet completely. You'd feel very deprived, and have a very hard time.

MOST PEOPLE WOULDN'T LAST VERY LONG

Maybe a week or two at most — before caving in and eating meat and feeling guilty.

But let's say instead that you just started with beef. Well, at dinner tonight, you probably wouldn't notice much because you could have chicken or fish or turkey or pork — all the stuff you might normally eat. After a few weeks, going without beef would seem normal, and you probably wouldn't miss it much. Repeat that process for pork, and soon you've cut red meat from your diet (assuming you don't eat much venison or buffalo or otter or whatnot). Then do chicken — this might be a difficult stage for many — and just eat seafood for awhile. After a few weeks of that, though, you'd get used to it. Next step is dropping seafood, and soon you're a vegetarian who doesn't miss meat one bit.

I'm not saying you need to become a vegetarian. I'm saying that small steps, taken a few weeks at a time, makes the process much easier. I've done it with meat, with fried foods, with sweets, with eating more fruits and whole grains, and many other food changes, and it's worked every time.

You get used to it, if you do it a bit at a time.

The 12-Step Program
Actually, what follows is just an example. You can use as many steps as you

want. This is just a sample of what can be done, to give you some ideas.

THE RULES:

Apply these changes, one at a time, until you get used to them. This will probably be 3-4 weeks per step. But in a year's time, you'll be eating as healthy as possible.

Focus as much energy as possible on each change for at least a couple weeks. Don't deviate if you can. Don't worry, you'll get used to it.

If it seems too difficult, make a smaller step instead.

For example, instead of cutting out sweets, just cut out cakes and donuts. Smaller steps make things much easier.

Always replace bad food with healthy food that you enjoy. What I've given are just examples — everyone has different tastes.

OK, so here's an example of how this step-by-step process could work:



ADD FRESH 4

VEGGIES TO DINNER

If you don't already, have some steamed greens with dinner. Cut out a less healthy side dish if you usually eat something else.



EAT FRUITS

1 **FOR SNACKS-** If you snack on junk food during the day, have some fruits by your side at all times. When you're feeling hungry for a snack, eat a fruit. One of those bags of small apples is a handy thing — you can't go wrong with apples.

2 **DRINK WATER INSTEAD OF SODA.** The only thing I drink (besides an occasional beer) is water. I'm not saying you need to do that, but try to cut out sugary drinks a bit at a time, replacing them with water.

3 **EAT WHOLE GRAIN BREAD.** If you eat white bread or bagels or whatever, replace them with whole-grain versions. Be sure to look at the ingredients — it shouldn't say enriched wheat flour, but whole grain. Also try to avoid breads with high-fructose corn syrup (actually, avoid that ingredient in

CUT OUT

RED MEAT

You can still eat poultry and seafood for now. You can later cut those out too if you want.



MAKE PIZZA

INSTEAD OF ORDERING

Homemade pizza is the best, and if you haven't made it yet, you should. The simple way is to get a ready-made whole-wheat crust, although making your own tastes even better. Start with the simple version, though, as you don't want to make things too difficult. For the simple version, just add some gourmet spaghetti sauce (not Ragu), cut up some veggies (I like tomatoes and mushrooms and spinach and olives, but you can use anything, even potatoes). Brush the veggies with some olive oil. You can add grated cheese or soy cheese if you want, though it's not necessary. Bake till it looks cooked. Mmmm.





9 WHOLE GRAIN CEREAL

If you eat sugary cereal,
Try a whole-grain cereal instead.



7
8

7 NUTS INSTEAD OF CHIPS

If you normally snack on chips, try unsalted peanuts or raw almonds.

8 SOY MILK INSTEAD OF WHOLE MILK

Whole milk is fatty (not to mention the suffering done by the cows in modern dairy factories). Soymilk is much healthier. You get used to it after awhile, like all the changes on this list, but if soymilk is a problem at least drink 1% milk.



BERRIES INSTEAD OF CANDY

10

THIS IS A RECENT CHANGE OF MINE, AND IT'S ACTUALLY BEEN MUCH EASIER THAN I THOUGHT. I USED TO SNACK ON CHOCOLATE CANDY ALL THE TIME, BUT NOW I TRY TO EAT BERRIES TO SATISFY MY SWEET CRAVINGS AND IT WORKS!

11



11 SCRAMBLED TOFU

Instead of fried eggs. Scrambled tofu is a secret vegan wonder. Try this recipe.

12



12 TRY SOME GREAT

Veggie dinners. There are so many good ones out there if you haven't tried them. Try my soup or chili.

If you implement 12 changes, you'll probably be eating healthier than you ever have before. A great thing is that once you've done this, you'll probably keep going, to 20 steps and beyond.

"Be careful about reading health books. You may die of a misprint." — Mark Twain



A R T I S T

CASSIE

W I L L I A M S

Home Owner: Harold L Sponsors: Timothy Rogers Jonathon Reindhart Original Song: Love Me Like You Do "Ellie Goulding"

f NEW UPCOMING
POP ARTIST
BASED IN ST. LOUIS

COVER

LOVE ME LIKE YOU DO

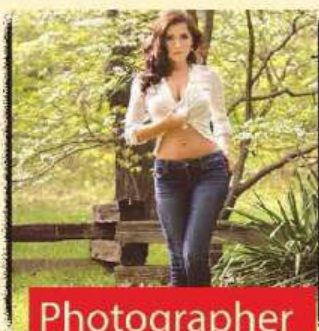
PRODUCER: ADRIAN LEE BROWN
RECORDED AT JUPITER STUDIOS



Director

JUSTIN CARDOZA
CINEMATOGRAPHER

Camera Operator:
Joseph Giddens
Grip: Michael Jones
Lead Female
Actress: Lexi Cypret
Lead Male Actor:
Grant Mroz

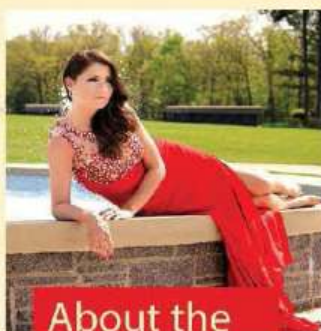


Photographer

JESSA WARREN
COURTESY PHOTO

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Hair and Makeup
Artist: Tiffany Garner
facebook.com/muati
ffanyg



About the

ARTIST

2014 Playboy MX

2013 Buffalo Trace
Bourbon Babe of the
Year

2012 Miss September
American Honey
Calendar



More of

CASSIE WILLIAMS
GIRL NEXT DOOR

Insidestl.com's Girl Next
Door of the Month
October 2010
105.7 The Point's ICandy
Girl November 2010
Big St. Charles Motor
Sports Calendar Miss

Video-Lead Hair & Make Up Aritst: Amanda Miller Assistant Hair & Make Up: Tiffany Spooner Stylist: Nick Ray



4

CHER

2

LIONEL

1

GEORGE

3

ININA

GAIN

"Adopt a Pet, **GAIN** a Friend"

NAPU

CHAMORRO
FOR "WAVE"

So amazing what a little grooming and a nice pic can do for a doggy. This is **GEORGE**. He's available for adoption through Guam Animals In Need. Let **LIONEL** chug his way into your heart! He is a few months old, has a brownish-black coat, and hazel eyes. He has all the usual kittenish charms and **LOVES** to snuggle. If more love is what you're looking for in 2015, any creature who has „Super Sweet“ written on his cage tag is a keeper. Say "yes" to **ININA**! She is about 8 months old, medium-sized, with a short-haired tan coat with white accents on nose and toes. She has big brown eyes, an eager grin, soft ears, and a waggly tail. Her name is Chamorro for "glimmer" and if you spend some time with her sparkly personality, you will understand why! Let

Inina light up your New Year! Meet **CHER**! She is about six months old, has classic, light Siamese coloring, piercing blue eyes and all the traits that make Siamese cats so popular. These include high intelligence, and being very vocal and interactive with their primary human caregiver. Cher is very engaging and affectionate, and if you listen carefully, you will hear "I Got You, Babe" in her purring! Surf into the New Year with **NAPU**! Napu is Chamorro for "wave". He is a brown/white Jack Russell mix who is only 6 weeks old. Be careful when you gaze into his deep brown eyes, or you might fall in! If you can look at these photos and not feel your heart swell, then you need to check to see if you still have a pulse and may need some CPR! Napu is looking for a companion to ride life's waves into 2015-- could it be you?

Address

464 Chalan Setbisio Marine Corps Drive,
96929 Yigo, Guam

Short Description

"Adopt a Pet, **GAIN** a Friend"

Company Overview

We are open every day of the year, including holidays, from 9 a.m. to 5 p.m.

You can visit the shelter any time during these hours, volunteers may arrive at 8 a.m. to help with the animals. We are located in Yigo, just north of the Yigo gym.

General Information

Become a **GAIN member today!! Just \$15 helps to support the animals of Guam** and you will receive the quarterly newsletter as well as a membership card with discounts to local retailers including Puppy Love Guam, Tropic Soap, Opus One, and ACT Watch Repair and Giftshop.

You can mail a check to **GAIN** at P.O. Box 22365, GMF Guam 96921
Or online at <http://www.guamanimals.org/>

Tune into K-57 on Monday nights from 7pm-8pm for Friends In Need; **GAIN**'s talk radio show. We will be answering all your pet related questions.

Mission

Guam Animals In Need (**GAIN**), Inc. is a non-profit 501(c)(3) organization dedicated to the prevention of cruelty to animals, and to the education of the public concerning matters pertaining to animals and their welfare.

Products

<http://www.youtube.com/user/GuamAnimals>

<http://twitter.com/#!/GuamAnimals>

<http://www.facebook.com/FriendsInNeed>

Phone

+1-671-653-GAIN (4246)
info@guamanimals.org

Website

<http://www.guamanimals.org/>

12 COMMON MISTAKES THAT GUYS MAKE WITH WOMEN

written by Dan Bacon

1

THINKING THAT BEING NICE TO A WOMAN IS GOOD ENOUGH

There's nothing wrong with being nice to a woman and there's nothing wrong with being a good guy, but being nice to a woman isn't the thing that makes her feel sexually turned on.

For example: When a guy interacts with a woman that he wants to get into a sexual relationship, if he is just being nice to her, that isn't the thing that is going to make her feel sexually attracted to him. Being nice is not going to make her feel turned on.

She's not going to say, "Wow! This guy is nice! I want to have sex with him and start a relationship with him."

What a lot of nice guys and good guys don't understand is that the majority of guys in this world are good guys. If a woman is attractive, most of the guys that she meets are going to be nice to her.

So, when a guy is nice to a woman it doesn't mark him out as being special. What marks a guy out as special is when he can trigger feelings of sexual attraction inside of her. He can turn her on by what he is saying and doing when interacting with her.

When it comes to relationships, being nice to a woman is also not good enough. If a modern man wants a relationship with a woman to stay together for life, he has to deepen the woman's feelings of love, respect and attraction over time.

He can't expect that a woman is going to want to stay around and stick with him for life if he's unable to deepen the love, respect and attraction over time. If he's doing things that are making the woman lose respect for him or doing many things that are turning the woman off, then he can't expect her to stick around. Why? The dating and relationship scene has changed.

If you think about how women used to select men in the past, you will realize that the dating and relationship scene has completely changed. In the past, a man would have to be nice to a woman, court her and show her that he could take care of her if they got married.

When he was able to prove that he could support her, he would then need to ask her father for his daughter's hand in marriage and then

the couple would get married and lose their virginity on the wedding night. Generally speaking, most women couldn't earn their own money in the past and they were almost completely dependant on men for support.

Today's women can earn their own money and they can have sex whenever they want.

Women no longer select guys simply based on how nice a guy is or how well set up he is to support her. The way that women select men for sex and relationship is now based on sexual attraction first and everything else after that.

If a guy makes a woman feel sexually attracted when he meets her, she will become open to the possibility of having sex with him or starting a sexual relationship. However, if he doesn't make her feel any sexual attraction, she has no need to be with him.

If a modern man wants to get laid or get a girlfriend, he needs to actively attract women when he interacts with them.

These days, a guy needs to be able to say and do things that turn women on, rather than just being nice and expecting that he's going to get a chance with the woman because he is a good guy with good intentions.

What a lot of guys don't realize is that most guys in this world are good guys.

If most guys in this world were bad guys, then everyone would be locked up in prison or jail and there would be total chaos on the streets. People would be killing each other all day and night, but that's not the case at all.

Most people in this world are good people and most guys in this world are good guys. So, when a guy meets a woman and is nice to her, it isn't something that really amazes her. A guy being nice to her is a standard, default thing that she is going to experience with most of the guys that she meets.

There's nothing wrong with being nice to a woman. If people tell you that nice guys finish last and that you shouldn't be nice to women, they are wrong. There is nothing wrong with being a good guy, but what you also need to do is actively make women feel sexually attracted to you when you interact with them. When you are interacting with a woman, you are either displaying



THE PERSONALITY TRAITS AND BEHAVIORS THAT NATURALLY ATTRACT WOMEN

AND TURN THEM ON, OR YOU'RE NOT. IF YOU'RE JUST BEING NICE TO WOMEN, YOU CANNOT EXPECT THEM TO WANT TO HAVE SEX WITH YOU OR START A SEXUAL RELATIONSHIP WITH YOU.

Over the years, some guys have come to my website and said something like, "I'm nice to women...I talk to them nicely, I'm good to them and I've got good intentions, but they're not even interested in me. What is going on? Why can't they just like me? Why can't they just see that I'm a good guy and give me a chance?"

The reason why is that it's not about just being nice to her.

If you think about how we're raised up as children. We are taught that if we are nice to people they will like us. Teachers or parents often say things like, "If you want to make friends, be nice to people and then they'll be nice to you and you can all be friends."

What happens is that a lot of guys end up confusing the advice they got as a child by applying it to their adult life.

Some guys think, "I'm attracted to that woman and I really like her. I want her to really like me, so I'm going to be really nice to her...I'm going to be very polite and very respectful...I'm going to show her that I really, really care about her and then hopefully she's going to give me a chance to be with her."

Yet, that isn't how the dating process works.

Being nice to make her like you as a friend or a person isn't what needs to happen to get her interested in having sex or a sexual relationship with you. You have to start with sexual attraction and everything else comes after that.

Today's women select men for sex and relationships based on sexual attraction and then in a relationship, women stay with men who are able to deepen their feelings of love, re-

spect and attraction over time.

In the past, a guy could just get himself a woman and then take her for granted. He didn't have to worry about deepening the love, respect or attraction because it was shameful to divorce, so women stuck by men for life, even if they weren't happy.

If he wanted to get himself a woman in the first place, he would need to get a job or show that he could support a woman, be nice to her and then he might be able to get her to say "Yes" to marrying him. They would then lose their virginity on the wedding night.

Yet, that's just not the way that the world works any more.

In today's dating and relationship scene, being nice to a woman is no longer good enough. There's nothing wrong with being nice and there's nothing wrong with being a good guy, but you also have to be able to make women feel sexually attracted to you based on what you say and do when you interact with them.

You have to display at least some of the personality traits and behaviors that naturally attract women. The more ways that you are able to attract women with your personality and behavior, the more they feel attracted to you. In a relationship, you have to know how to deepen a woman's feelings of love, respect and attraction for you over time.

Taking a woman for granted and expecting that she will stick around is no longer something that guys can rely on. Today's women can leave a marriage or break up with a boyfriend if they want to. They are no longer completely dependant on men, so in most cases, women only stay with men who they feel enough respect, love and attraction for.

2

BEING TOO EASILY IMPRESSED BY WOMEN

What a lot of guys don't understand is that there is a difference between how men feel attracted to women and how women feel attracted to men. Most men feel an intense attraction to a woman's physical appearance and her physical appearance is enough for the man to want to have sex with her or start a relationship with her.

That is why porn has always been directed towards men. Porn has always been about providing images or videos for men to look at and then jerk off to. This is also the reason why when a woman is walking down the street, guys will be turning their head and looking at her and thinking, "Oooh, look at that...I'd tap that...I want to be with her...I want to be her boyfriend...I want to have sex with her."

That instant reaction of being impressed by a woman happens simply based on her physical appearance. Yet, the same rule doesn't apply to women. Women can feel attracted to a man's physical appearance, but what women are most attracted to is how a guy's personality and behavior makes her feel. There are some women in this world who will only accept a perfect, good looking guy who is tall with a perfect body and also has loads of money. That is true.

However, the majority of women have what I call an Open Type, which means that they are open to being with all different types of guys as long as the guy knows how to make her feel attracted when he interacts with her.

So, the mistake that guys make is that they don't understand the reality that women live in. Women go through life and if they are attractive, most guys are willing to have sex with them or start a relationship with them simply based on their appearance. Even if the woman doesn't have a nice personality or is a bit of a bitch, most guys are still going to be willing to have sex with her simply based on her appearance. After a while, that gets very boring for women; especially attractive women. What most women want (I say "most" because unattractive women do like it) is a guy who isn't immediately 100% interested simply based on her appearance. What an attractive woman wants to experience is a guy who can actually make HER feel attracted. A guy who can turn HER on and make her feel like she wants to be with him.

Y

ET, MOST GUYS NEVER GIVE THAT TO WOMEN BECAUSE MOST GUYS FEEL INTENSE ATTRACTION TO A WOMAN'S PHYSICAL APPEARANCE AND THEN CONFUSE THAT WITH THEIR INTEREST LEVEL. They are attracted and 100% interested at the same time, without her having to say or do anything to impress them any further. The guy is already 100%

impressed by her and ready to have sex or begin a relationship with her just because she looks good.

3

THINKING THAT HE CAN BUY HER ATTRACTION OR LOVE

There's nothing wrong with taking a woman out to dinner and paying for it and there's nothing wrong with talking to a woman and buying her a drink if you're getting along and enjoying each other's company. The mistake is where a guy feels like he can make a woman love him or feel attracted to him by buying her things (e.g. paying for drinks, buying her an expensive

dinner, paying for her rent, etc). A guy like that makes the mistake of thinking that it will impress her and make her want to be with him because he is so generous and takes care of her like a princess. 100 years ago, buying women things was a great way to show that you could take care of them and were capable of being the breadwinner and providing for her. However, the majority of today's women can earn their own money. They don't need a man to pay for everything for them.

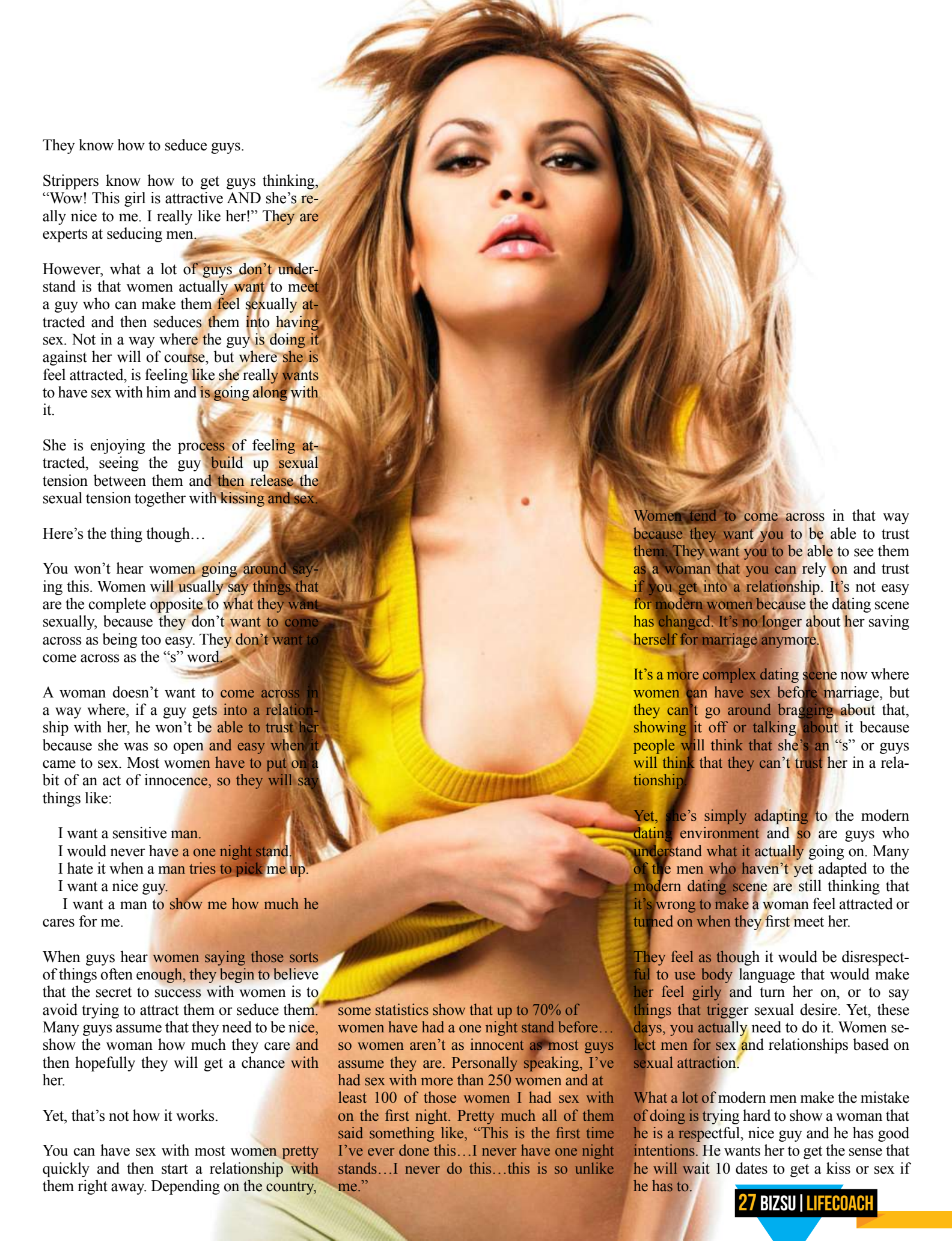
The number one thing that women are looking for isn't a guy who can pay for a dinner, buy them a present or buy a drink for them. What modern women are looking for is a man who makes them feel sexual attraction and a man that they can also look up to and respect. Women aren't looking for a guy who tries to overcompensate for not being able to make them feel sexually attracted by buying them things. Women don't want to be talking to a guy and thinking, "Okay, this guy isn't very confident...he's paying for all these things as a way to hopefully get me to like him" and then not feel much respect for him as a result. What women are looking for is a guy who triggers feelings of sexual attraction inside of them, makes them feel turned on, makes them feel drawn to him and is also a guy that they can respect.

4

THINKING THAT ATTRACTING HER OR SEDUCING HER IS WRONG

Over the years, some guys have come my site and said things like, "I was raised up to be a gentleman. I am nice to women and I want to take them out on dates...and if they don't like that, then bad luck for them. I'm not going to do anything other than be nice to them. I'm a gentleman...I'm respectful towards women and

I want to show them that. If they don't like that, they are crazy." What guys like that don't understand is that women actively seduce men (i.e. by dressing in a sexy way to attract men and then being sweet and nice to men to make them feel like they have a chance) and they want men to actively seduce them. It's very easy for them to attract us because all they've got to do is dress a little bit sexy, show some cleavage or wear a short skirt to show some leg. They can wear tight fitting pants or a tight skirt, put on some lipstick, make themselves look more physically attractive and then be sweet and nice and most guys will be willing to have sex with them. It's very easy for women to seduce men. If you've ever been to a strip club, you'll see that the women in there are not only beautiful and sexy, but they also come across in a sweet, easy-going, friendly type of way.



They know how to seduce guys.

Strippers know how to get guys thinking, “Wow! This girl is attractive AND she’s really nice to me. I really like her!” They are experts at seducing men.

However, what a lot of guys don’t understand is that women actually want to meet a guy who can make them feel sexually attracted and then seduces them into having sex. Not in a way where the guy is doing it against her will of course, but where she is feel attracted, is feeling like she really wants to have sex with him and is going along with it.

She is enjoying the process of feeling attracted, seeing the guy build up sexual tension between them and then release the sexual tension together with kissing and sex.

Here’s the thing though...

You won’t hear women going around saying this. Women will usually say things that are the complete opposite to what they want sexually, because they don’t want to come across as being too easy. They don’t want to come across as the “s” word.

A woman doesn’t want to come across in a way where, if a guy gets into a relationship with her, he won’t be able to trust her because she was so open and easy when it came to sex. Most women have to put on a bit of an act of innocence, so they will say things like:

I want a sensitive man.

I would never have a one night stand.

I hate it when a man tries to pick me up.

I want a nice guy.

I want a man to show me how much he cares for me.

When guys hear women saying those sorts of things often enough, they begin to believe that the secret to success with women is to avoid trying to attract them or seduce them. Many guys assume that they need to be nice, show the woman how much they care and then hopefully they will get a chance with her.

Yet, that’s not how it works.

You can have sex with most women pretty quickly and then start a relationship with them right away. Depending on the country,

some statistics show that up to 70% of women have had a one night stand before... so women aren’t as innocent as most guys assume they are. Personally speaking, I’ve had sex with more than 250 women and at least 100 of those women I had sex with on the first night. Pretty much all of them said something like, “This is the first time I’ve ever done this...I never have one night stands...I never do this...this is so unlike me.”

Women tend to come across in that way because they want you to be able to trust them. They want you to be able to see them as a woman that you can rely on and trust if you get into a relationship. It’s not easy for modern women because the dating scene has changed. It’s no longer about her saving herself for marriage anymore.

It’s a more complex dating scene now where women can have sex before marriage, but they can’t go around bragging about that, showing it off or talking about it because people will think that she’s an “s” or guys will think that they can’t trust her in a relationship.

Yet, she’s simply adapting to the modern dating environment and so are guys who understand what it actually going on. Many of the men who haven’t yet adapted to the modern dating scene are still thinking that it’s wrong to make a woman feel attracted or turned on when they first meet her.

They feel as though it would be disrespectful to use body language that would make her feel girly and turn her on, or to say things that trigger sexual desire. Yet, these days, you actually need to do it. Women select men for sex and relationships based on sexual attraction.

What a lot of modern men make the mistake of doing is trying hard to show a woman that he is a respectful, nice guy and he has good intentions. He wants her to get the sense that he will wait 10 dates to get a kiss or sex if he has to.

The thing is, there's nothing wrong with waiting for 10 dates to have sex, but what a modern man actually needs to do when he starts interacting with a woman is make her feel sexual attraction.

Whether he and the woman wait 5 dates or 10 dates to have sex or they have sex on the first night is up to them, but what a guy needs to do is focus on making her feel sexually attracted to him when he first starts interacting with her.

Just making a woman feel friendly feelings or getting along with her as a friend and being nice to her, isn't the thing that is going to make her think, "WOW! I want to be in a sexual relationship with this guy" because pretty much every guy that she meets talks to her in that way.

The guys who stand out are the guys who give her a little tingle "down there" and make her feel like, "Ooh...mmm...I want to have sex with this guy." They are the guys who actively turn her on and make her feel sexual desire, rather than just being friendly and hoping that it makes her want to have sex.

5 SHARING HIS FEELINGS BEFORE SHE IS EVEN PROPERLY ATTRACTED
If a guy hasn't said or done anything to make a woman feel sexually attracted to him and he then tells the woman that he

has feelings for her, it isn't going to be much of interest to her compared to a guy who has made HER feel attracted first, turned HER on and made HER feel sexual desire.

Then, if he says that he likes her, she feels lucky that a guy that she feels attracted to also likes her. That is what she wants to experience, but most guys don't allow women to have that experience because they don't understand the reality that women live in.

Most guys will feel attracted to a woman's physical appearance and then if she is then nice to him, he might say that he really likes her or that he has feelings for her. He might hint at wanting to be her boyfriend or ask her what she thinks of having a relationship with him, in the hope that he will be lucky

enough to get a chance with her.

If he wants to be with her, he has to make HER feel attracted to HIM first. He has to make her experience sexual feelings and then she will actually be interested in the fact that he has feelings for her, because she has feelings for him.

A lot of beautiful women have the same boring experience over and over again when meeting guys and eventually get really annoyed by it. If a woman is beautiful, she will meet a guy and he will almost certainly feel very attracted to her immediately.

Then, if she is nice to him and talks to him, he might feel like all he has to do from there is be nice to her, ask her out and then they will begin a relationship.

After a bit of conversation, he might say things like, "I connect with you...you're not like other girls...I really like you" and ask her questions like, "Do you have a boyfriend?" or "Can I take you out sometime?"

He's going straight for the kill because he feels like her being nice to him means that she is interested in him sexually, but it's not.

What women are looking to find is a guy who can make THEM feel sexually attracted and then build up the sexual tension to the point where she wants to reveal her feelings for him. She wants to experience the exciting feelings that are associated with wanting to reveal her feelings to the guy.

She wants to feel so attracted that she actually tells him that she likes him or hugs him, kisses him or touches him in a seductive or loving way. She wants to be feeling so much sexual attraction for him that she eventually just says, "I really like you" or "kiss me!" or "let's go out on a date" or "let's go home together."

She wants to feel that, but most guys will never give that to her because most guys do not understand the reality that women live in.

Most guys don't understand that the majority of guys that a woman meets will have "feelings" for her if she is nice to them. If a woman attractive, pretty or even just decent looking and she talks to a guy in a nice,

sweet way, most guys will become very interested in her and hope to get a chance with her. Eventually, many of them will reveal their "feelings" for her.

That is not the experience that an attractive woman is hoping to have. She is hoping to meet a guy who makes her feel like she has to chase him a little, she has to reveal her feelings and hopefully get a chance with him.

6 THINKING THAT HE HAS TO HAVE MONEY OR LOOKS TO GET A GIRL
Money or looks can definitely attract women, but they are not the only ways that a guy can attract women.

Most guys are not rich, yet they still have a girlfriend or a wife. Most guys are not male models, yet they still have a girlfriend or a wife. In other words, guys without good looks or lots of money, can and do attract women for sex, relationships and marriage.

Back when I was hopeless with women, I assumed that women didn't like me because I wasn't good looking enough. I was working in a normal job, so I assumed that they weren't impressed by that either.

When I saw women happily talking to other guys at bars or parties, I assumed that those guys must be better looking than me, even though the guys were just average or below-average looking guys. I thought, "Okay...well, I guess those guys are good looking to women...and I'm not."

What I didn't know back then, but which I eventually realized is that you've actually got to spark feelings of sexual attraction when you're interacting with the woman. Back when I was getting rejected by women, I was walking over and talking to them and asking things like:

"Hey...how are you doing?"
"How's your night going?"
"What do you do for a living?"
"How long have you worked there?"
"What's your name?"
"How old are you?"



AFTER THAT, THERE'D BE AN AWKWARD SILENCE AND I'D BE THINKING, "WHAT ELSE CAN I SAY?!" and I would then run out of things to say. I'd be thinking to myself, "Why can't I keep a conversation going and keep it interesting when talking to a woman? Why does it just fizzle out all the time? Why aren't girls interested in me?" Back then, I didn't realize that NOTHING that I was saying was making the women feel sexually attracted. Asking a girl what she does for a living and asking other boring questions like that isn't something that makes her feel sexually turned on. It isn't something that makes her think, "WOW! This guy is so amazing and interesting...I want to talk to him. I'm feeling so attracted to him...I'm feeling so turned on." Instead, it's just a standard conversation that she's had hundreds, if not thousands of times before.

It was only when I realized that I had to actively attract women that I then started to experiment with saying and doing certain things that made women feel sexually attracted to me. When I did that, things instantly started to change. Women felt attracted to

me, I was able to kiss women within 10 minutes of meeting them and then 5 minutes. Then, I started taking women home for sex and enjoying that lifestyle. My newfound ability to actively attract women was now allowing me to have my choice with women, rather than hoping to "get lucky" with a woman. It was no longer about trying to be "liked" for being a good guy. Now, I was a good guy who was ALSO sexually attractive to women. Being able to make women feel sexual attraction was what made all the difference. Before I knew how to actively attract women during an interaction based on what I was saying and doing, I thought the reason why women didn't find me attractive was that I wasn't good looking enough.

I also assumed that I didn't have a good enough job. I drove a cheap, average type of car, so I thought that women wouldn't be impressed by that.

I simply assumed that I wasn't good enough for attractive women. A lot of guys make this same mistake where they feel as though they can't attract beautiful women because they're not good looking enough or they don't have loads of money. However, the fact is that most guys are not rich and most guys are not male models, yet they still manage to attract and have sex with, or a relationship or even a marriage with beautiful women.

7 DOING WHATEVER SHE WANTS IN THE HOPE THAT IT WILL IMPRESS HER AND MAKE HER LIKE HIM

When a guy doesn't know how to make women feel attracted to him, he'll often think that solution to get women interested must be to treat women like perfect princesses and do whatever they want in the hope that they are nice enough to "give him a chance."

He might think, "Okay, I'm going to do whatever this woman wants...I'm going to say yes to whatever she asks of me...I'm going laugh at all of her jokes and buy her whatever she wants. Then, hopefully she will see that I'm a good man and she will like me too."

Yet, that's not how it works.

When a woman sees that a guy doesn't respect himself very much and is willing to say or do whatever he can to hopefully get her to "like" him, she doesn't feel respect for him. Women don't feel attracted to guys that they don't respect. Trying to kiss a woman's butt by doing whatever she wants is a sure path to a rejection or a break up.

The way to get women to be immediately interested in you is to spark feelings of sexual attraction. Sexual attraction is where the power is. If you're not actively making women feel sexually attracted to you when you approach them, then there's almost no need to approach; most women simply aren't going to be feeling what they really want to feel when they meet a guy.

8 BEING ANNOYED WHEN WOMEN TEST, RATHER THAN SEEING IT AS AN OPPORTUNITY

Women test men all the time. It doesn't matter what level of skill you have at attracting women, making them feel respect for you or making them love you; women will still test you.

An example of a test is where a guy is talk-

ing to a girl that he likes and they're getting along well. Suddenly, she stops showing interest and stops contributing much to the conversation. In most cases, when a woman pulls back her interest like that, she is simply testing the guy's confidence.

She wants to see whether he is going to feel insecure. She wants to see if he's going to desperately begin to chase her and confess his feelings for her. She wants to see what sort of guy he really is.

What a lot of guys don't understand is that a woman's test is an opportunity to make her feel more attraction.

When you can maintain your confidence in yourself and not get flustered by the test that she's putting you through and just continue to believe in yourself, it actually makes her feel attracted to you.

The same thing applies to relationships. When a guy is in a relationship with a woman, it doesn't matter how much attraction she feels for him, it doesn't matter how much she respects him and it doesn't matter how much she loves him; she will ALWAYS test him.

Why? When a woman tests a man and sees that he is the man, he is confident and he is the masculine one, it makes her feel attracted to him. It maintains her respect for him and allows her to fall more deeply in love with him.

However, if she tests him and he crumbles under the pressure, fails the challenge and can't deal with it, then he's most likely not man enough for her.

In the past, women would put up with guys who weren't able to maintain their attraction and respect because it was shameful to divorce.

Yet, whether we like it or not, most women are not ashamed of divorce anymore and simply leave guys who can't make them feel what they really want to feel.

In today's world, a guy needs to know how to deepen a woman's love, respect and attraction for him over time. If he doesn't know how to do that, the relationship will most-likely fall apart.

9 TRYING TOO HARD TO BE LIKED

This is a classic mistake for guys who don't actually know how to attract women. They don't know how to make women feel sexually attracted to them, so they will often use the approach of trying really hard to be "liked" as a guy. He might be a great friend to her, do favors for her and generally "be there" for her.

Yet, that isn't what makes a woman feel sexually attracted and turned on.

There is a big difference between a woman "liking" a guy as a friend and feeling "sexual attraction" for him. A woman can like a lot of guys that she meets as a friend or as a person, but that isn't the same as her feeling sexually attracted and turned on by how a guy talks to her and interacts with her.

If a guy doesn't make a woman feel sexually attracted, it doesn't really matter how hard he tries to get her to like him; she's just not going to be feeling what she really wants to feel.

10

BEING INSECURE Some examples of being insecure are when a guy:

Approaches and talks to a woman: He might doubt himself, feel nervous or intimidated.

Is on a date: He might try too hard to impress, appear nervous or intimidated.

Is in a relationship: He might become overly protective, jealous or clingy.

None of those things make women feel sexually attracted to a guy because women are naturally attracted to the mental



AND EMOTIONAL STRENGTH OF MEN AND ARE TURNED OFF BY ANY WEAKNESSES. Imagine a world where women rewarded men with sex, love and devotion for being insecure...Generation after generation, women would successfully breed more emotional weakness into the human race, which wouldn't help anyone. The most insecure men would get the best women, which might end up turning us into a race of emotional wimps. Women instinctively seek to breed strength into the human race, not weakness.

Some guys may think that it's unfair that women find emotional strength attractive. They may feel annoyed that women can't accept their insecurity, shyness or lack of confidence and just like them for who they are, but it's just how nature works. To be successful with women, a man needs to understand the fundamental personality traits and behaviors that naturally attract women. He then needs to begin displaying those traits and behaviors, rather than expecting women to go against their natural instincts. When a guy presents the personality traits and behaviors that naturally attract women, success with women is simple and permanent. Women feel naturally attracted to him, without him having to try hard to be "liked." Women naturally like him and naturally feel attracted to him because he's displaying the personality traits and behaviors that are naturally attractive to women.

11 NOT EVEN KNOWING WHAT TO DO TO SUCCEED Most guys still don't even know that it's possible to improve their skills with women. They assume that if they have failed with women in the past, it means that they are no good with women and can't really do anything about it.

Most guys also don't even know that it's possible to attract women while they interact with them. They are going through life thinking that they either have to be super nice or they've got to be good looking with loads of money and then they'll get a girl. Yet, it is possible to attract women based on what you say and do. You do not have to be good looking or rich to attract women, get laid, get a girlfriend or get laid. All you need to do is know how to actively attract women when you interact with them. When you can do that, women naturally find you attractive and want to be with you. It's pretty simple.

Another type of guy who comes to my website is a guy who is having problems with his relationship. The spark has died or his girl has dumped him. When a guy like that arrives at my site, it's almost always the case that he doesn't even know how to deepen a woman's feelings of love, respect and attraction for him. He's hoping that if he's just nice enough to her then that will be good enough, but it's not.

To keep a relationship together, you have to know how to deepen a woman's feelings of respect, love and attraction for you. You can't just be good to a woman and think she will stick around because it's not enough to keep a modern woman in a relationship.

100 or 200 years ago, women had to put up with not really feeling much respect or attraction for their man. They had to stay with him because it was shameful to divorce, but not anymore. In today's world, if a woman isn't feeling more respect, love and attraction for her man and is instead losing respect, love and attraction for him, then the society around her tells her to move on.

It's unfortunate, but that is the world that we live in these days.

12

MAKING EXCUSES RATHER THAN ADDRESSING THE REAL ISSUES

Pretty much every guy who is not succeeding with women has a secret excuse (or a number of excuses) as to why it's not happening for him. Some guys will say:

If only I was taller.

I have to lose some weight first.

I'm not good looking enough.

I have to get a better job first.

I have to go to the gym for a year first and build some muscle.

Yet, what guys like that fail to realize (or accept) is that they always see other guys who don't fit the mould of being perfect, with a beautiful girlfriend or a wife.

Most guys are just getting by financially or working in a normal job that pays a normal income. Most overweight guys are not rich, but they still can attract and marry a beautiful woman.

Don't just assume that if a guy who isn't typically good looking has a beautiful girlfriend or wife, it must mean that he is rich.

Most people are not rich. In almost all cases, the guy got her by making her feel attracted and then beginning a relationship with her.

Here's the truth...

If ugly guys can attract women, then YOU can attract women. It doesn't matter what secret excuse you hold onto for not being successful with women (e.g. looks, height, body shape, race, financial status, etc). If you are not successful with women, it's pretty simple: You don't know how to properly attract women when you interact with them.

You most-likely do not know how much POWER you have when it comes to attracting women. The truth is that you CAN make women feel INTENSE attraction for you based on what you SAY and DO when you interact with them. You do not have to hope to get selected based on looks. You can MAKE women feel attracted to you.

If you are going through life thinking that you're not good enough for attractive women, then you are wrong.

You are good enough.

You CAN make women feel attracted to you.

If you have been getting rejected by women, it means that you have not been making them feel enough attraction for you based on what you are saying and doing when you interact with them. You can change that. You can learn how to attract women properly.

If you've gotten dumped by a woman you love, it means that you weren't doing a good enough job of deepening the love, respect and attraction that she feels for you. You can change that. You can learn how to deepen a woman's love, respect and attraction for you in a relationship.

You do not have to get rejected by women when you meet them and you do not have to get dumped out of a relationship. Why? It is possible to be one of the guys who can attract women at will and it's also possible to be one of those couples that you see who are 30-40 years into a relationship and are still extremely happy.

The couple is more in love than ever before and they still cuddle, kiss, hold hands and laugh together.

That is possible.

Some Important Questions For You

To finish up now, what I'm going to do is ask you some questions about each of the 12 mistakes, so you can work out whether or not you've ever made these mistakes with women.

I used to make these sort of mistakes myself, so after I've asked you the questions, I'm then going to tell you what I did to stop making those mistakes and start experiencing easy, natural and consistent success with women.

1. Thinking that being nice to a woman is good enough

Have you ever tried using the strategy of being very nice to a woman and then hoping that she "likes" you enough to give you a chance with her?

2. Being too easily impressed by women

Do you behave, think and act differently when you're talking to a beautiful woman vs. an unattractive woman?

Do you tend to give beautiful women the impression that you would love to be with them, even though they haven't done anything to impress you other than look good?

3. Thinking that he can buy her attraction or love

Have you ever tried to get a woman to feel attracted to you or remain interested in you by taking her out to an expensive dinner, buying her drinks or buying her an expensive gift?

4. Thinking that attracting her or seducing her is "wrong"

When you talk to women, do you hold back from saying and doing things that will turn them on because you think it would be disrespectful?

Has anyone ever told you that women love



9. Trying too hard to be liked

Have you ever tried way too hard to be liked by a woman to the point where she sensed your desperation and it turned her off?

10. Being insecure

Have you ever felt nervous or unsure of yourself when talking to a woman that you were really attracted to, but then felt confident when talking to a woman that you didn't find attractive?

Have you ever become jealous, needy or clingy in a relationship because you felt insecure about the woman's desire for you?

11. Not even knowing what to do to succeed

Do you know how to attract women when you approach them, or have you been approaching women and just hoping to be liked because you're a good guy?

Do you know how to deepen a woman's

respect, love and attraction for you in a relationship, or have you just expected that a relationship would last because it felt good at the start?

12. Making excuses rather than addressing the real issues

Have you ever decided that you can't attract women because of your looks, race or financial status, even though millions of other guys similar to you can attract beautiful women?

Have you ever thought that it is impossible to keep a woman happy in a relationship, even though millions of other guys similar to you are able to do it?

So, how many of those mistakes have you made with women? Personally speaking, I've been guilty of pretty much all of those, but what made a difference for me is that I learnt how to do the right things.

When I learned how to do the right things,

I was then able to attract women when interacting with them. I was able to have sex with women on the first night I met them and I enjoyed my choice with women for many years.

Then, when I was 35 years old, I met my sexy, 20 year old girlfriend and recently, at the age of 37, I got engaged to her and now I'm going down the path of marriage.

I've had sex with more than 250 women and I've enjoyed having total power, control and choice with women and now YOU can have that power, control and choice as well. You can actually have your choice with women. You can attract women at will, so you can choose the right women for you.

Then, in a relationship, you can deepen a woman's feelings of respect, love and attraction for you over time.

You can really do that. Yes, you.



ANNA SASHEGYI

Born and raised in BUDAPEST,
HUNGARY.

Date of Birth: 14 May 1980. Anna
achieved swimming championship
in 1992 and athletic championship in
1994.

Occupation: Personal Trainer and now
studying sports therapy massage.



Courtesy Photography by: Istvan Boros

FEATURED

★ **FEATURED** ★



👉 **BILLIE JO POWERS**

Professional model, television personality, spokes model and pageant winner, was born and raised in Pittsburgh, Pennsylvania. She entered the modeling industry right out of high school and has since appeared in magazines, calendars, advertisements and commercials seen nationally and internationally.

Billie Jo has won several titles, including Miss Swimsuit USA International, Miss Photogenic, and was nominated first runner up Miss Pennsylvania USA. She competed against hundreds of beautiful models in the Las Vegas International Model Search and was well-regarded placing in the top 2.



BILLIE JO

OFFERING A WIDE ARRAY OF talent and experience, ranging from exceptionally sexy to sweet and wholesome, you can find her making an appearance anywhere from the walls of the MGM Grand in Exciting Las Vegas to the cover of a Fisher Price toy box. Billie Jo has graced the cover of VS Chicago Magazine and has had appearances in the Hawaiian Tropic International Swimsuit Calendar and has appeared as a member of The Alpha Girl Bikini Team for Men's lifestyle website, The Alpha Connection.

SHE HAS BEEN FEATURED on Fox Sports as the Fox Sports Fox-y Girl of the Week and was recently chosen to travel to exotic locations all around the world as the host of Bikini Destinations on Edge TV.

FEATURED

Staff Photographer: Gary Miller Foto



Lévai Biography in Hungarian (Magyarul) **ELETRAJZA**

☛ **Biográfia**

Starity.hu explained

“A jelenleg lemezlovasként dolgozó Lévai Adrienn 1985. december 20-án született a Heves megyei Eger városában. Pr-marketing szakra járt főiskolára. 7 éves kora óta foglalkozik zenével, zongorázni 9 évig tanult zeneiskolában. Régóta modellkedik, sok hazai és külföldi magazinban szerepelt (Playboy, MAXIM, CKM, Glamjam, Club54, Kandy, JustIn, Maxi Tuning...stb) mellette két férfimagazinfőszerkesztője. 2010-ben jelentkezett először a Playmate of the Year versenyre, amit meg is nyert, mint közönségdíjas. Jelenleg hivatalos Playboy Plus model.

☛ **Díjak:**

Miss Bikini Model Search Hungary 2014
Playmate of the Year 2010- közönség díjas
Playmate, Miss November
Miss Motogirl Hungary 2009
Miss Offroad 2006”

Reference: Forrás: <http://starity.hu/sztarok/levai-adrienn/#ixzz3gqwuCHAb>



Adrienn also known as:
DJ BABY LA

REAL NAME ADRIENN LEVAI

ALIAS NAME / KNOWN AS LEVAI ADRIENN

Place of Birth Budapest, Hungary

Born / Date of Birth Dec 20 1985

Nationality Hungarian

Gender Female

Eye Color Hazel

Hair Color Black

Skin Color White

Zodiac Sign Sagittarius

Ethnicity Caucasian

Occupation Model

Height 5' 9" / 175 cm

Weight 119 lbs / 54 kg

Measurements

35D-23-35 (US)



Dj ,Glamourmodel , PLAYMATE
(Hungary, Russia, Ukraine, Croatia,
Serbia, Bulgaria,Mexico) Miss Inter-
national Bikini Model Search Hungary
2014 PLAYMATE OF THE MONTH -
Miss May (Mexico) 2015

ADRIENN

Staff Photographer: Gary Miller Foto

FEATURED

★ **FEATURED** ★

LAUREN ROY

Published International
Model:

- 2x in Maxim South Africa
- Interview, spread and centre fold in Maxim Indonesia
- Interview and spread in Esquire Latinoamerica
- Players Magazine
- Vanquish Magazine
- Interview and spread in FGM
- Runway shows. (FAT- Fashion Art Toronto)
- TV Segments (Global TV & Rogers TV)
- 11 years in Dance (Tap, Ballet, Jazz)
- Sunshine Girl x5
- Sunshine Girl Calendar 2015 (Miss July)
- Honda Indy Grid Girl x2
- Promotional Model
- International Bikini Model Search Sponsor Model
- Sexy Bikini Lady Ambassador (Swimwear)
- Delilah Doll (Hair & Lashes)
- Tied in a Bow cover model and spread (Wedding magazine)
- Miss Southern Ontario

Staff Photographer: Gary Miller Foto
Hair: Marcos Venegas-Delilah Hair
Swimwear: Sexy Bikini Lady



LAUREN ROY

-Youngest of 6 (I have 3 brothers and 2 sisters)

-Love to do stand up paddle boarding, go to the beach or anything that involves water. I grew up having a beach just down my road.

-My very first photo shoot was on the beach when I lived in the Cayman Islands in 2010 and I've pursued modeling ever since.

-When I first started to model, I was more in the fashion industry and runway then started to do swimwear.

-Growing up I played a lot of sports, anything from soccer, volleyball, basketball, figure skating, hockey on top of dancing.

-Family means the world to me and enjoy spending lots of time with them.

Facebook page: www.facebook.com/lroy89 IG: @lroyyy

FEATURED



★ **FEATURED** ★

★ **CARRIE MINTER**

Her television work includes co-starring on the reboot of “Dukes of Hazard” and TNT’s “The Closer”.

Carrie entered the modeling world at 15 years old. Her commercial work includes modeling for Versace, Valentino, Harley Davidson, Dreamgirl International, Elegant Moments Lingerie, Benchwarmer Trading Cards, JC Penney, Simin Couture,

Gillette, Love FiFi Lingerie, Music Legs, Linder Sport/ Sexy Shapewear, Have Faith Swingerie, Wendy Griffin Jewelry, and Shirley of Hollywood.

Originally from Mesquite, Texas, Carrie currently resides in Los Angeles. She lives with her 4 adorable dogs B.B., Belle, Brutus, and Benji. Her favorite pleasures include spending time with friends & family, traveling, shopping, participating in charities, and helping others.

Find the latest on her at CarrieMinter.net



CARRIE MINTER

Carrie Minter is a successful model, actress, and businesswoman, who has been featured in magazines such as GQ, Maxim, FHM, Seventeen, Playboy, Aroos Bridal Magazine, and Women's Wear Daily.

Carrie runs her own business, Carrie's Pilates Plus, a fitness studio that is a combination of pilates, weight training, and cardio. The workout is designed to strength, lengthen, tone, and reshape the body.



FEATURED

★ FEATURED ★



KASS DYLAN

Kass Dylan is a glamour model, mixed martial artist, and a Registered Dental Hygienist. She was featured on the January 2015 cover of FHM.

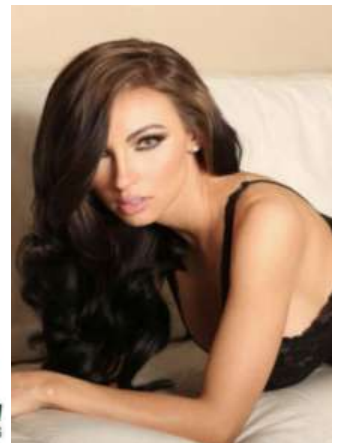
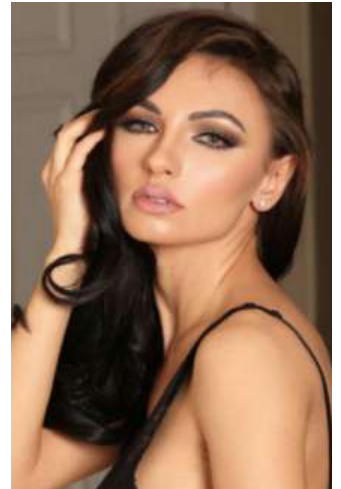
Kass was born and raised in a small town outside of Sacramento. In her spare time, she loves to ride her Ducati 11-99s Panigale motorcycle and teaches a pole fitness class. She started taking karate at the age of 6 and is now a 3rd degree black belt. Kass currently lives in Los Angeles, California.



FEATURED



🇺🇸 **IRYNA** was born in Voronezh, Russia and lived in Feodosiya, Crimea until the age of 15, where she moved to Tucson Arizona with her family. She attended the University of Arizona, receiving her MBA. Iryna is currently the market manager for the band Critical Hit which performs original arrangements and live concerts for some of the best video games (the lead member is Jason Hayes, composer for World of Warcraft).



IRYNA IVANOVA

Iryna Ivanova is a model best known for being August 2011 Playboy Playmate of the Month in America, and was featured with the title in Playboy France, Venezuela, Romania, Croatia, and Lithuania. She has gone on to be featured in Maxim, Men.BG, Rukus Magazine, Innocent Magazine, Prototype Magazine, Lifestyle For Men, Zip Magazine, and Bikini Model. She is a World Fighting Federation MMA Cage Girl.



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DO A FULL DAY'S WORK IN 90 MINUTES

by Steve Pavlina

THE TYPICAL

American office worker only does about 90 minutes of real work per workday.

The rest of each workday is largely spent on distractions like reading the news, web surfing, socializing with coworkers, snacking, taking coffee breaks, shuffling papers around, processing irrelevant emails, needless delay tactics, playing games, and daydreaming.

Moreover, American office workers are among the world's most productive. In many other countries, even less work gets done each day.

This stat hasn't changed much in decades, despite massive investments in time management and productivity training by many companies. We have more technology to assist us in being productive, but we also have more to distract us.

The general problem is that we're still applying an industrial age model to the productivity of knowledge workers. It makes sense to pay attention to hours worked if the productive output for each hour is roughly the same. That may be true for repetitive labor, but it doesn't apply much to knowledge workers.

PEAK HOUR

Could easily be 10x more productive

in terms of the volume of work completed and the results generated.

What sense does it make to spend more time at the office if you're normally operating at less than 20% of capacity? Why not sim-

ply do 90 minutes of real work and then go home for the day?

What if you could complete a whole day's work in only 90 minutes? What would that 90-minute period look like?

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This stuff works wonders on your windshield

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FOCUS BLOCKS

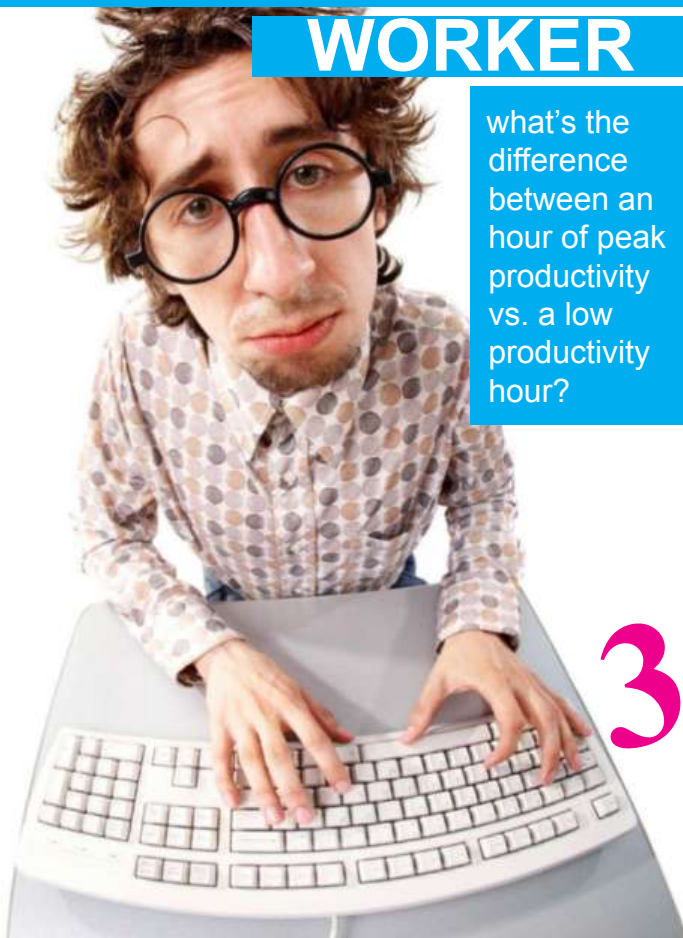
Here are some recommendations for having

a very productive 90-min period (let's call it a focus block): **1. Pick one theme** – Instead of doing a bunch of random actions, pick one clear theme for the block. This allows your brain to load in a singular context and stick with it, which makes you more efficient. Your theme may be a project you're working on, a type of work like catching up on correspondence, or anything that lets your brain load in one clear context and stick with it. **2. Define the finish line** – See your focus

block as a fast dash to the finish line. But where is the finish line? What does it look like? Having a clear goal that's only 90 minutes away will help you focus. Don't worry if you don't cross the finish line each time; it's there to help you focus, so aim for it, but accept that sometimes you'll miss. Some examples: Write and post a new blog entry. Process items in my email inbox till it's completely empty. Plan and schedule all my focus blocks for the upcoming week.

FOR A KNOWLEDGE WORKER

what's the difference between an hour of peak productivity vs. a low productivity hour?



3

LIST THE ACTION STEPS

List the specific actions you'll take during

during this block. For some blocks this is really helpful. For others it may not be necessary if the steps are already clear. I wouldn't list out my

action steps for writing a new article since that process is very familiar to me, but I'd list brainstorm and list steps for an unfamiliar new project

TO MAKE IT EASIER

TO GET STARTED

Some examples: Delete all obvious spam and clutter from my email inbox first. Then quickly process all messages that I can handle in less than two minutes each. Next, sort and prioritize longer messages for response. Respond to my most important longer messages till I'm at the 90-minute point. Surrender to the realization that it's not a good use of my time to reply to the rest, and just archive them to empty the inbox.

4. Ensure zero interruptions – Do whatever it takes to ensure that you will not be interrupted under any circumstances during your focus block. If necessary, tell people in advance that you will not be available for the next 90 minutes; let them know that you will be available after that. Lock your door if you can. If you can't

guarantee that you won't be interrupted in your current work environment, then do your focus block somewhere else. You'll be much more productive and your focus will be deeper if you know for certain that you won't be interrupted.

5. Work fast – Think fast. Move fast. Work fast. If you catch yourself going slow, speed up! Imagine that you're in a race, and you have to maintain a strong pace for the full 90 minutes. After that you can rest. With practice this gets easier.

6. Allow no distractions – During your focus block, you must do your pre-defined work and nothing else. Keep your cell phone off. Turn off any notifications that might interrupt you. Turn off your Internet access if you won't need it during this block. Do not

email during this time. Do not take a coffee break or snack break. Use the bathroom during this time only if you must.

I think you get the idea.

Avoid the Gray Zone and Take Real Breaks

Many people spend their workdays in a gray zone marathon. That's why it takes them 7-8 hours to do 90 minutes of work. They work slowly and inefficiently. Their work time is cluttered with distractions and interruptions. They begin late

If you're still feeling alert and energized, you may only need a short break. Take 5-10 minutes to stretch, go to the bathroom, and have some fresh fruit. Then feel free to dive right into another

and wind down early. Most of the time, they're only half working.

Instead of doing a gray zone marathon each day, cycle between real work and real breaks. This will be much more efficient, even if you work only half as many hours or less.

Don't immediately go from one focus block right into another. After you complete a focus block, celebrate your achievement. Then assess where you are. Tune into your energy and see how you feel.

focus block. If you feel tired, it's good to eat something and/or take a nap. If you feel like doing something physical, go for a walk or take an exercise break. If you feel like you could use some

EMOTIONAL

renewal, you may wish to meditate, socialize, or read some inspiring material.

How long should your breaks be? Make them as long as necessary till you're ready for another round of focused work. Sometimes you may only need a few minutes. Other times it may be wise to take a couple hours off, especially if the previous block was particularly draining. Between focus blocks, seek to refresh and renew your energy until you're ready to handle another focus block.

Do your best not to load up your breaks with gray zone tasks like email since that's more likely to drain you. I recommend batching small tasks into their own focus block (including email). But if it's just a quick one-minute email check now and then, that probably won't be too bad, but never do email checks during a

block unless it's critical for the completion of the block.

Realize that if you only complete one focus block in a whole day, you've still done as much real work as the typical American office worker does in a full eight-hour day. And if you only complete two blocks, you're twice as productive as most. On a super productive day, you may complete five or six blocks, which is like getting a full week's worth of work done in one day.

Do a Week of Work in a Day

During one of the most productive periods of my life, when I was doing contract game programming work, I'd normally work from 9am to noon, take a one hour break for lunch, and then work from 1pm until 5pm or 6pm. But I'd subdivide the work into shorter focus blocks of deep concentration.

At the start of each day, I'd define the next milestone I wanted to reach, such as a short list of new features to add. Then I'd make a short list of action steps in my work journal (just an everyday spiral notebook). Sometimes I wouldn't bother to list the action steps if they seemed obvious. Then I'd program the items on the list. Finally, I'd compile the software, test the program, fix bugs, and tweak the implementation until I was satisfied. A typical milestone would take me about 45-90 minutes to achieve.

Since I was programming games, testing the program meant playing the game a little to test the new features as well as the overall gameplay. In effect, the testing phase gave my brain a nice break from designing algorithms and writing code. When I finished one cycle like this, I'd feel a nice

little sense of accomplishment. I might take a quick stretch break. Then I'd make a new list and repeat.

In the morning, I would complete a few of these cycles, perhaps three of them. In the afternoon I'd do several more. My game projects progressed very quickly during this time. Every day I added many new features. I could have a prototype of a whole new game running in just a few days this way. With today's better development tools, the work can progress even faster.

During lunch each day, I took a complete break to restore my mental energy. I rarely went to lunch with my co-workers. Usually I brought a sack lunch with me, but I left the office to go eat. I'd drive to a nearby park, sit on the grass with my back against a tree, and eat alone in silence. I'd let go of work and just relax.

▶ After eating, I'd lie back on the grass and take a 20-minute nap, or I'd stare up at the sky and totally zone out. I'd enjoy the breeze and listen to the birds. I gave the brain circuits I needed for programming work a very restful break. Then I'd go back to my car, return to work, and crank out a few more cycles before leaving for the day.

▶ **Test, Train, and Experiment**

If you aren't used to a working rhythm of alternating focus blocks with rest periods, you may need to practice this method for a while to get used to it. I expect you'll really like it once you taste this kind of flow. Doing a full day's work in about 90 minutes is not only efficient; it's also motivated and energizing.

▶ Cycles of about 90 minutes usually work well once you get up to speed. But you may find that shorter cycles like 45 or 60 minutes work better for you. You may also find that different cycle lengths are more suited to different types of work. Sometimes I'll keep going for 2.5 hours (or more) if I'm feeling good, especially when writing a new article.

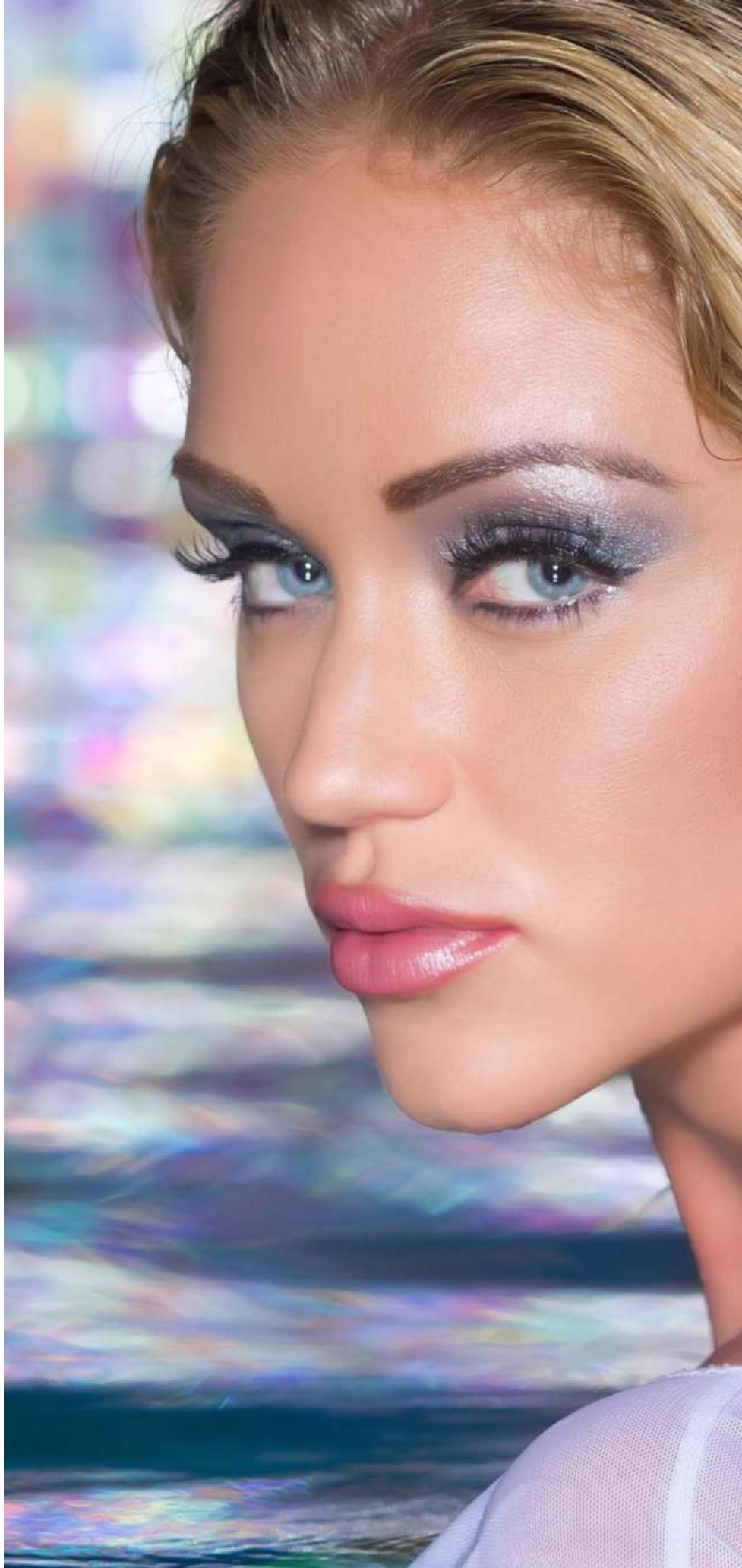
Some people like having scheduled focus blocks with scheduled breaks, so everything is a set duration. They're sticklers for starting and stopping at set times. There's some evidence that this helps your brain optimize its performance if your cycles are the same every day. For instance, you

might have focus blocks at 5:30-7:00am, 8:00-9:30am, 10:30am-noon, 1pm-2:30pm, and 3:30-5pm, which would give you five 90-minute focus blocks with hour-long breaks in between. This would be a super productive day that would see you doing as much real work in one day as the typical American office worker does in a week, but you're only working for 7.5 hours total.

▶ Other people prefer a more organic approach, deciding based on their energy levels how long each focus block and break should be. This is how I work most of the time.

▶ A modest but still highly productive schedule might entail having three focus blocks per day. You could easily complete a great deal of work this way. Many top creative workers only work 3-5 hours per day, but they work with deep focus and zero interruptions during that time.

▶ Don't succumb to the cultural bias that may try to convince you that working 8+ hours per day makes you productive. That may be true for physical labor and some repetitive tasks, but it's not true for knowledge workers and creative types. Many people enjoy tremendous flow and achieve great results by working in short high energy, bursts of motivation and drive. Try this for yourself, and you may never want to return to the gray zone of long, unproductive workdays again.





JESSICA BEVIL

Born and raised in beautiful Louisville, Kentucky & now I am a native of South Florida. Attending college & working towards a bachelors degree in Marketing.

Courtesy Photography by: Chris Rifkin

Business Is a Social Game

by Steve Pavlina

IF YOU WANT TO BE AN EFFECTIVE ENTREPRENEUR

I'd say you should have at least 10 good friends who are already successful entrepreneurs. If that sounds like a lot to you, I'd say that something is very wrong with your mindset.

Few entrepreneurs succeed in isolation. Business is a social game.

I'd estimate that about half of the money I've made in business (and in my life overall) actually came from other businesses. The other half would be directly from consumers. That includes my computer games business. For my personal development business, a lot more of my revenue has come from other businesses.

While I like selling direct to customers, such as by selling tickets to my workshops, I'd need a lot of individual customers to match what one good business deal can do.

How many individual customers would do more than \$1 million worth of business with my company, even in a lifetime? I'd imagine not many. Yet I've done more than \$1M of business with a few different business partners over the years, and I've done many other deals that have generated revenue in the \$100K-\$1M range.

Am I saying you can't go it alone? No. You could do that. But the odds of success as a strict solopreneur who only deals with individuals are stacked against you.

DOING BUSINESS WITH FRIENDS

Where do you find good business deals? Through networking. I hate that word though since it sounds too cold. A better term is friendship.

Business deals happen through friendship. At least that's how it plays out with

me. I meet another entrepreneur. We get to talking and realize we have compatible business models, attitudes,

and values. We realize that in some particular area, our businesses could mutually support each other. We discuss possibilities. We settle on a deal that seems win-win-win: They win. I win. The customers win.

We do the deal. Value flows. Money flows.

If the deal works and everyone does their part honestly and honorably, and if the deal adds value and generates positive results, it strengthens the friendship too. Try doing a million dollars' worth of business with someone, and see how friendly you become. More business will likely result.

WHY COACHES ARE OFTEN BROKE

I know dozens of life coaches. Most of them are broke. Why? They aren't getting enough paid clients. Why not? Because they don't have time to do quality coaching AND effective marketing simultaneously.

I also know coaches who have endless streams of new clients. Why? They partner with other friends in business who have lots of people who'd love coaching, if they could only get a referral to a qualified coach. That's an easy win-win-win situation.

This is an overgeneralization to be sure, but it's not too much of a stretch to say that the broke coaches try to do everything themselves, whereas the prosperous coaches invite and allow other partners to help them succeed.

SOCIAL SUPPORT IN BUSINESS

It's good to have friends you can turn to for help — not just for advice, but for

doing some actual income-generating business together. When I use the term "social support" in

my articles, I don't just mean Facebook friends that verbally encourage you. That kind of support isn't particularly valuable unless you're suffering from low self-esteem and need constant validation.

I'm talking about having friends with whom you can do mutually beneficial exchanges that generate real income. If someone is supporting your business, it means they're helping you generate business.

How many of your friends have sent real business your way? How many of your friends are your paying customers?

I could probably list at least 50 entrepreneurs I know that I could call on the phone, propose a business deal, and within an hour we'll have a tentative agreement to do something that generates at least \$50K in extra revenue for someone.

Individual consumers normally don't care about this B2B side of my business.

The vast majority of them just enjoy my free content. Some of them wonder how I actually make money since I hardly have anything to sell to them.

They don't know that most of my income comes not from individuals or from visitors to my website but from other businesses.

What's an example of a deal I've done with another business?

One simple example would be my book deal with Hay House. I receive ongoing royalties as well as a share of licensing fees whenever they get the book published in another language.

It's been 5-1/2 years since my book came out, and this deal still generates ongoing income for my business as well as for Hay House. This was one of the smaller deals.

DOING BUSINESS SIDEWAYS

While focusing on one task at a time is important, it's also important to take breaks when you can. Get up, stretch, get a glass of water. Massage your shoulders, neck and head. It keeps you relaxed throughout the day.

◀ Do you have people regularly calling and emailing you with proposals that could generate extra income for you? If not then why not? Maybe it's time to stop hiding behind your laptop, and start making some actual friends in your field.

I hit a major turning point in my computer games business when I finally realized that being socially isolated was hurting me. At first I couldn't bring myself to accept that this was a problem, but I decided to take another entrepreneur's advice and put myself out there anyway. I got involved in a trade association in my field, including serving as an officer for two years. It was a lot of work for no direct pay, but I made dozens of new friends in the industry.

That made my life so much easier. Within a matter of months, my income increased by a factor of ten. The friends I made turned out to be extremely helpful resources for me. For instance, they taught me how to do some pretty decent marketing from home and at very low cost.

Eventually I decided to suggest some direct business deals with my industry friends. My proposals were well-received, and shortly thereafter and for the rest of the time I ran that business, I earned thousands of dollars per month in extra income from those deals. Basically I began publishing other developers' games through my games website. I offered their games to my customers and paid the developers a royalty for every sale.

If you have a lot of friends, sometimes they'll help you in business purely out of friendship too, especially if it's easy for them. But if no one knows who you are, good luck with that.

Work TOGETHER

Don't mistakenly assume that you have to figure out every piece of your business puzzle on your own. That's a newbie mistake. You're not going to be great at everything. But where you're weak, someone else is strong. Work together.

This benefits everyone.

If you're really good at coaching, for instance, but you're weak at marketing, then you may seriously benefit by partnering with a business that has lots of potential clients for you but no coaching services to offer. You get referrals from them and split the money.

The best deals have a limited downside (low risk) and a very high potential upside. If they don't work out, it's not a huge loss for anyone. If there are few sales, well... at least you tried. Maybe you didn't make money, but at least you didn't lose much money to test your idea.

However, when a deal really works, it could be a home run for all involved — the perfect match. And it could lead to many more similar deals.

Personally I love going into new deals not knowing what will happen. Some of them are disappointing duds. Some are delightful hits. Some are in between. I enjoy the discovery process of finding out.

I never know if a new deal will only earn enough to pay for groceries... or if it will earn enough to buy a house. It's a fun game to play when the downside is minimal, but the upside is potentially huge.

ANOTHER ADVANTAGE

of doing deals with other entrepreneurs is that these are often smart, fun, and interesting people to work with. While individual customers are the lifeblood of many businesses, dealing with normal customers and clients day in and day out can be a grind for anyone. A lively new deal with a creative entrepreneur can add some spice to the mix.

Make friends in your field. Propose some win-win-win deals. Do business with other entrepreneurs. This can spell the difference between dismal scarcity and delightful prosperity. And it can make business a lot more fun.

2 Paths 4 Small Business Success

by Steve Pavlina

Marketing/Selling and The Creator Path

On my path as an entrepreneur, I realized there were basically two paths that would lead me to some level of business success.



PATH #1 WAS TO GET REALLY GOOD AT MARKETING AND SELLING.

If I could become an expert at persuading people to buy, I could earn plenty of income that way. This path would involve things like copywriting, conversion rates, and search engine optimization. I might not create a lot of products, but maybe I'd only need a few, and then I could learn to market and sell the heck out of them. Lots of Internet marketers use this strategy. Sometimes their material is pretty generic, weak, or even inaccurate, but they know how to sell, sell, sell.

This would create an interesting relationship with my audience too.

My focus would be more on supporting others rather than selling them. If I excelled at this, I wouldn't need to sell much at all. I could attract a sizeable audience and only need to sell a little here and there. Even a really poor conversion rate could still produce enough income to cover my costs, so I could afford to be very selective and only sell in ways that felt good to me. I wouldn't have to push people to buy.

PATH #2

Was to get really good at creating. If I could become a prolific creator of value, I could afford to be very generous. I could give away copious amounts of free content and let word of mouth do the rest.

Of course it's possible to do both simultaneously, and many larger companies do, but I felt I'd be better off if I focused primarily on one side or the other. I think that was a wise decision in retrospect.

The Creator Path

I choose to focus on Path #2

I LIKE THIS PATH

because it generates a lot of support. I like the relationship it creates with the community around me. I get to treat my readers like real human beings, not as prospects or leads.

I worked on getting better at helping people. I listened to people to see where they needed help. I didn't do formal market research. I just applied some curiosity and empathy. I did my best to share my own path of growth and to connect with people. I've really enjoyed this path. I like focusing on the creative and community side of my business much more than the financial side.

Most of the people who follow my website don't pay me a dime — ever — and I'm perfectly okay with that. They still often provide me with other forms of value, such as encouraging feedback, referrals from friends and family, interesting opportunities and invitations, and hugs and smiles in person.

There are many people on path #1 who make a lot more money than I do, with significantly less web traffic. However, they often have

Instead of focusing on things like SEO or sales skills, I focused on creating lots of quality content.

a harder time feeling happy and fulfilled on their paths. I think that's because of the relationships they create with the people they serve — path #1 is more competitive while path #2 is more cooperative.

MONEY ISN'T THE ONLY FORM OF WEALTH

I often find that successful path #1 people don't necessarily enjoy their work that much. I'm not saying they hate it, but they frequently have to discipline themselves a lot to get their work done. Then they use the results of their work — namely money — to try to create more happiness,

like enjoying nice vacations and acquiring possessions. If they succeed financially, they can spend money to purchase the experiences they desire. Many of them also find some aspects of earning money to be pretty exciting too.

Money is only one way to hold wealth though. Social goodwill is another.



Often when I travel, it begins with an invitation to speak at someone's event. I usually do that for free. They cover my airfare and give me a place to stay for a while, ranging anywhere from a few days up to a week. At the event I share stories and lessons. I don't sell anything. I focus on connecting with the people there and encouraging them on their journeys. When I'm not on stage, I like to go around talking to people. I ask them about their challenges. I listen. I share lots of hugs. Sometimes we joke around. I reconnect with some people I've met before, perhaps in another city at a different event a few years ago.

After the event I often get some invitations. Let me show you around the city later. Come speak at this other event a few months from now. I'd love to get to know you better and share some cuddle time with you.

These invites rarely involve financial transactions.

Instead they involve positive exchanges of friendship, support, and fun.

Is it so terrible to run a business in such a way that it makes less money but creates much more happiness, fulfillment, and fun?

Because I receive so much value from my work directly, I already have the kind of life that many people think they need money to purchase. Making a huge sum of money doesn't inspire me. I already have my expenses covered, and I already feel fulfilled. Now I'm more interested in how I can go even deeper on the fulfillment side, as opposed to racking up more income.



WHAT MATTERS TO YOU? I've met a lot of people on path #1, and they're often stressed or depressed. I usually don't like the energy in the room when I speak to groups of such people. It's a cold, calculating energy. People's hearts feel mostly closed. I usually speak to them about following the path with a heart in business. To many of them, what I have to share falls on deaf ears. They can't see how it will contribute to their bottom line. But then one or two people will sneak up to me afterwards, checking to make sure no one else is looking, and they'll tell me how much my talk meant to them and how it validated their own feelings. These are the path #2 people stuck in the path #1 world. I know from experience that they'll be so much happier if they shift their priorities.

AFTER A VERY SUCCESSFUL

Path #1 person gives a speech, they have people rushing to the back of the room, pulling out their wallets to put down hundreds of dollars on the exciting "time limited offer" they just pitched. After I give a talk, people often come up to me and give me very warm hugs.

Their wallets stay in their pockets and purses.

I know that some people would rather have the results of path #1. That's fine. If that's what you desire, go for it. You have my full support.

I PREFER THE HUGS

I love to enjoy the abundant warmth of real human connection in my life. It's very empowering and inspiring to me, more than any amount of financial compensation could provide. Having lots of loving support flowing through my life is what makes me want to get out of bed early each day and dive into my work. I love to create and share. I love giving form and expression to ideas. I love to encourage and uplift people, whether they pay me or not.

I LOVE THAT MY BUSINESS CAN

Help people that can't afford to buy anything — PEOPLE THAT OTHER BUSINESSES IGNORE

and disenfranchise. Those same people, however, can still provide a really nice hug, or a fun invitation to connect, or some information that might be helpful to me. Or they can pay it forward and help create more transformation elsewhere in the world, which I also see as a major reward of doing business this way.

LOVE AS INCOME

Money is the primary fuel for a path #1 business. Love is the primary fuel for a path #2 business.

Money is taxed. Love isn't. When I receive a hug, I get to keep 100% of it. I don't have to give some percentage of it away. That would be pretty funny if there was a love tax. Imagine if you received 1000 hugs this year, and you had file a hug return and remit 200 hugs to the IRS. To pay your tax bill, you'd go to their nearest office and hug 200 agents. That wouldn't be such a bad way to pay your taxes, would it? Imagine how fun it would be to work at the IRS if every day, thousands of people showed up for a hugfest. :) When you generate a lot of love income, you don't need as much money. By being generous with others, you can attract a lot of generosity in return.

When I was in L.A. last weekend, I hosted a small meet-up at Cafe Gratitude in Venice. We all greeted each other with hugs and shared some lively and playful conversation together. At the end of the meal, as I was pulling out my wallet to pay for my food, one of the attendees stopped me and said, "Steve, let me pay for your meal." He also gave me a nice gift afterwards. Then most of us went for a long walk down the beach together, having some great conversations about our personal growth journeys. This kind of flow happens a lot in my life. Technically, some of the people at the meet-up were customers of my business; they had paid money to attend previous workshops of mine. But to me they're just friends. It would feel weird to label them as clients or customers.

BUSINESS WITHOUT WALLS

In my experience, path #1 will often do a better job of earning more money. In that world, persuading people to buy does actually work. But I find that path #2 does a better job of creating a flow of positive feelings, support, happiness, and

fulfillment. It makes me feel like I'm part of a community that really cares about my success (both personally and professionally) and wants me to succeed. I don't feel like we're on opposite sides of the fence, with one person being inside the company and the other person being the outside customer. My business doesn't have

a wall between the inside and the outside. All are welcome to participate with me on this journey, whether they have money to spend or not.

Actually I wouldn't say that's quite accurate. Whereas a path #1 business will repel people who can't buy, a path #2 business, to some degree, may repel people who can't love. For instance, if someone thinks they're entitled to personally interact with me in a harsh or overly critical way, I may avoid dealing with them. So whereas a path #1 business may ignore people with no money to spend, a path #2 business may ignore people with no willingness to share love.

In my business there are no sharp divi-

sions between friends and customers. Those labels don't describe our true relationship. What we really seem to be for each other is fellow explorers on a shared journey of conscious growth. We're all at different stages on our journeys. Some are very far along their paths. Others are just starting out. What we all share is that passion for wanting to improve our lives, to align ourselves with the flow of inspiration, and to encourage the heck out of each other. We want to live lives that are beautiful to us. And we all need to lean on each other for support now and then.

BREAKING THE RULES

A path #1 person could easily point out all the things I'm doing wrong in my busi-

ness, and from a path #1 perspective, I'd have to concede failure in that sense. I'm definitely not earning as much money as I could be. There are many obvious optimizations I've failed to make.

But from a path #2 perspective, my business is an unequivocal success. It inspires and encourages people around the world every hour of every day. It keeps me feeling motivated, happy, and fulfilled. It enables me to enjoy a lifestyle that I love. It creates a flow of connections with truly beautiful people. It has even saved some lives. And it still successfully covers expenses and meets my material needs with grace and ease. It may not meet someone else's definition of success, but it surely satisfies mine.

BRANDING IS FEAR-BASED B.S.

Branding, brand management, and brand strategy are rooted in fear and are completely unnecessary. This is true whether we're talking about business, product, organizational, or personal branding.

The primary aim of branding is control. But people don't generally like to be controlled. So branding is largely done at the subconscious level; if it were done at a conscious level, people would reject it.

Brand management attempts to implant subconscious associations that bypass conscious filters. But when people think about brand associations more consciously, they realize just how utterly worthless most brands are.

People may drink Coca Cola from time

to time, and sales may increase when money is spent to program people to associate Coca Cola with drinking happiness or whatever. But when people think about this brand consciously, they realize that Coke's branding is pure B.S. and that it's really just sugar water and chemicals and caffeine.

In the grand scheme of things, Coke is irrelevant and unimportant. If the brand and product disappeared overnight, it wouldn't matter.

We have plenty of other versions of

sugar water to take its place.

And if Coke's competitors disappeared too, it's certainly no big loss to humanity.

We don't need Coke, so the people who work in Coke's marketing department must use lies and manipulation to make us think we do.

In branding circles Coca Cola is often lauded as a great branding success story. That's the pinnacle of branding success?

.....
Being such a great liar that you're able to convince people that sugar water is somehow important to their lives? Good grief!

Do you like being controlled?

Do you appreciate having ridiculous associations like sugary chemicals = happiness programmed into your subconscious? Would you like to see more of this in the world?

Do you want to spend decades of your precious life working for such a company?

Is Your Personal Brand Infected With Falsehood?

Now consider this from the opposite perspective. Do you do anything to maintain a certain public image? Do you censor what you share in order to gain the approval of others? Do you worry what people would think if they learned certain truths about you?

.....
When we try to hide our warts, we inject falsehood into our relationships. No wonder so many people feel disconnected and alone. No wonder so many people are taking anti-depressants. They're living false lives, hiding who they are.

Is it really effective to live this way? Should we continue to build brands that are increasingly fake?

If you believe that sugary chemicals = happiness, then what other ridiculous associations are coming along for the ride?

Do you believe that if you were to look more like a fitness model that it would make you more lovable? Do you believe that if you had more money, you'd be happier? Do you believe there's any real fulfillment to be found in a life that doesn't require courage?

Corporate branding, product branding, and personal branding are complete B.S.

.....
These are artifacts of industrial age, control-based thinking. If we are to create a more conscious world to live in, then we must reject branding as sheer folly. But if we don't have brands, then what do we have instead? We have truth. Honest communication from real human beings.

Branding is Lying

A corporation isn't a person. Neither is a product. Those entities can't put out truth since they aren't decision makers. Only human beings can communicate authentically. Humans make decisions, not brands. When the name of a non-human entity is slapped onto a piece of communication, it's a safe bet that the communication is infected with falsehood rooted in fear. Much of the time, such communication is pure B.S.

People communicate. Brands don't. A brand is merely a mask that obscures good communication.

HUMAN BEINGS VS. BRANDS

Steve Jobs was a passionate communicator. He was human and flawed and real. Some people reacted to his fiery style as if someone with his position and responsibility should care to smooth away the rough edges, polishing his humanity into a more acceptable brand. Maybe he should blend in some Gandhi and a little Mother Teresa.

Apple is a brand. Steve was a person. Would you rather hear from Steve or from Apple? Would you rather get an unfiltered

letter from Steve... or one from Apple that was written by their PR department and approved by their legal department?

If you need to control people, and if you like dealing with others' resistance to being controlled, then branding is for you.

Otherwise you can simply ignore it. When someone talks about the importance of branding, just roll your eyes and ignore them.

They're spouting nonsense, and you know it.

NOT-SO-QUIET DESPERATION

Go hang out with some branding experts behind the scenes, and try talking to them as real human beings. Then you'll see just how miserable and disconnected and stressed out they are. It takes very little effort to bring out the fear from a so-called branding expert. You can start by asking if it's good for humanity to associate unhealthy sugar water with being cool.

Branding is so clearly rooted in fear that it's not even funny, so the mildest of squeezes is all it takes to juice some fear out of a branding expert.

That said, I have a lot of compassion for people who've fallen into this trap. I know it's very difficult for them to acknowledge the emptiness of this path and change course.

Try communicating as a person, not a brand. When you perceive that people are projecting false assumptions onto you, feel free to do your own thing and violate their expectations. If they bitch and complain, just roll your eyes at them. You're a person, not a brand. There is no image that you must live up to. You are free.

BRANDING IS TOTALLY UNNECESSARY FOR SUCCESS AND HAPPINESS

Note that I write at StevePavlina.com, not FakePersonalGrowthBrand.com. My company name is Pavlina, and I really don't care what that means to anyone. It's just a label and doesn't mean anything.

Since I don't waste any mental capacity fussing over branding, reputation, and other such fear-based nonsense, I can communicate whatever I desire to communicate, and I can communicate it however I wish. I can invest my energy in creating instead of worrying about how people will perceive what I create. No PR person or legal department gets to tell me what I can or can't say.

Whether you approve of me or not is irrelevant to me. I have no desire to live up to your expectations. I'm here to grow and create, and I love connecting with others who feel the same, but I'm not your guru. If you don't like me, I probably wouldn't like you either if I got to know you. But that doesn't matter because we can still help each other grow, challenge each other, and do our best to co-create a world that we both like better than the status quo.

If there are some things about me that bother you, that's terrific. That's how real human relationships should be. My rough edges aren't going away, and I don't expect yours to go away either.

If you and I met in person, I don't want to talk to your fake public mask. I want to connect with the squishy, swirling, chaotic being inside of you. That's where your true beauty is. That's the part of you that leaves me in breathless awe. And that's precisely the part that branding experts will tell you to hide at all costs.

Even if we only connect via the Internet, I want to maintain a human-style relationship with you, not one that involves fake corporate branding and a sanitized approval seeking message.

COURAGEOUS CREATIVITY MAKES BRANDING OBSOLETE

You can't control human relationships, so if you want more control, you must remove as much of the human element as possible. That's what brands do. They replace the messiness of authentic communication with controllable falsehood. The only reason control is needed is because people are afraid.

Branding is a strategy for manipulating people with whom you're unwilling to build real co-creative relationships. Co-creative relationships are messy. People fear the uncertainty and risks of real communication, so they resort to branding instead. But since branding is rooted in fear, it runs contrary to humanity's ongoing conscious growth and evolution.

What about the need to satisfy investors? This is yet another fear. There's the fear that people won't invest in truly co-creative ventures, a fear that's already being proven false with new social investment platforms like IndieGoGo and Kickstarter.

It may be true that cowardly, fear-based investors who are afraid of losing money won't go for a truly co-creative investment, but such investors are a headache to deal with anyway. You're better off avoiding them. If you're going to deal with investors, deal with smarter and more courageous ones. They do exist, and the wealthiest ones often have to set up foundations to make interesting social investments because there aren't enough courageous entrepreneurs who are willing to do

something truly worthwhile with their money. So much of the money gets donated to charities instead.

It's delusional to think that control-based strategies are wielding good results anyway. As many entrepreneurs know, most financial projections are just silly guesses. People do the dog-and-pony PowerPoint shows to court investors, but they're largely a waste of time productivity-wise. People only do them when they want to convince wealthy cowards to invest money in ventures they don't understand. So the entrepreneurs lie with made-up numbers.

PASSION AT WORK

I was recently informed that 71% of corporate employees are not engaged or are actively disengaged while they're at work. They're either not working productively, or they're actively working against their employer's goals. So most employees are a waste of space. That's what a fear-based approach gets you. That's how excited people get about working for a brand.

Working for a company that sells sugar water doesn't inspire people to do their very best, no matter how much the company tries to sugar-coat their message. Deep down those employees know their jobs aren't needed. Conscious people just aren't going to work very passionately to sell crap people don't need.

If you want people to give their best efforts to a cause, you have to allow them to participate in sculpting how it's done. They need to be able to paint something onto the canvas that comes from their own creativity. They need to do work that aligns with their passions. They need

to be challenged and engaged. This requires real human relationships, which brands cannot offer. People work hard for their passions and their relationships. But since these can't be controlled, if you want people to do their very best work, you can't overly control them. Yes, some structure is helpful, but not so much that people are disengaging due to fear, boredom, apathy, or resistance.

The next time you hear a branding expert talk about the importance of controlling your brand, challenge him/her to replace such B.S. with truth. Yes, there will be consequences if we replace fake brand messaging with actual truth coming from real human beings, but I think you'll agree that a truth-based world would be a better place in which to live.

BRANDS ARE UGLY. YOU ARE BEAUTIFUL

Fulfillment isn't found in a can, a pill, or a cubicle. It's found in living your passions, creatively expressing yourself, and growing through challenges. This is messy and chaotic and uncontrollable — and a hell of a lot of fun!

Don't let anyone tell you that you have to behave a certain way to gain the approval of others. If you try to live that way, you'll end up ridiculously dissatisfied with your life in the long run.

Be disgustingly yourself. Let the consequences proceed from there. Each time you face a decision where you feel you must censor the truth, notice where the fear is urging you to go. Then you can decide whether you're going to obey that fear and live a cowardly life or make a more conscious and courageous choice.

Love Your Customers

by Steve Pavlina

a possibly unorthodox angle on customer service

ONE REASON MY BUSINESS HAS BEEN SUCCESSFUL

is that I enjoy running it. A big part of that enjoyment is that I genuinely like the people my business attracts as long-term customers. I include many of them among my friends and hang out with them socially often. My business partly serves as a feeder for making new friends.

The same is also true for the other business partners I work with. I like these people and enjoy them personally at least as much as I like networking with them professionally.

Since I like the people I serve, my motivation is higher, and I naturally work harder without having to force it.

If someone doesn't have enough compatibility with me to potentially become a friend, I'd rather not have them as a customer of my business.

Many business owners will sanitize their public personas in an attempt to avoid alienating anyone. While following the rule "Thou shalt not take a stand" may indeed be a way to attract more customers, I wouldn't want to run such a business. I know people who've done this, especially in the personal development field, and by and large they tend to have a great deal of stress in their lives. They reach a place where their businesses run them, and life is all about satisfying obligations. The joy fades. Going to work is a burden.

I'm not willing to go that route. If I did that, I'd end up disliking my business and the people it attracts, and my motivation would plummet. This approach wouldn't feel good to me at all.

So I do the opposite. I intentionally share things that are likely to repel people who wouldn't make good friends for me. I'd prefer not to have such people as customers either.

People so often tell me I'm crazy to post certain things that they believe will alienate people. I think it would be crazier not to do that. I share what I'm into. Why on earth would I want to run a business that requires me to suppress my interests? And to what end? Temporarily making more money at the cost of unhappiness, demotivation, a lot more stress? No thank you!

I think many small business owners underestimate just how important it is to love your customers, but I don't recommend trying to force yourself to love people you wouldn't even like hanging out with socially. I think it's much more intelligent to design your business around serving people you already like. And then take steps to make sure that you don't have too many incompatible people getting through. I also enjoyed running my computer games business because my customers for that business were people I liked having as friends too — i.e. fellow gamers.

I published games I enjoyed, and so my customers and I had some common interests. But the compatibility with my current business is much greater. I rarely met any of my games business' customers face to face, but with my current business this is a regular occurrence. For instance, I like hosting meet-ups when I travel because I get to meet many interesting people that way. What kinds of people do you really like? Can you think of a business that would attract these people as your core customer base? You could start by asking some of them what their biggest problems and challenges are.

EVEN IF YOU'RE NOT A BUSINESS OWNER,

do you love the people you get to work with each day? Do you like your business' customers and your co-workers? Do you go out of your way to hang out with them socially, just for fun? If not, that's a hint and a half that you're in the wrong place.

You don't need to be so anal that you require 100% compatibility with everyone, and that isn't realistic anyway, but downplaying your personality, interests, and desires in a vain attempt to get everyone to like you is not a path to happiness.

Running a business where you actually like the people you serve is very motivating. A day's work feels like helping out your friends and doing nice things for people you care about.

Be unabashedly yourself. Many people won't like that. Don't chase after them. You may want to shoo them away instead. If they can't accept you as you are, they aren't a good match for you — personally or professionally.

There's no need to check your soul at the door when you go to the office. If you can't be yourself at work, you haven't found — or created — the right workplace yet.

I've proven to myself that it's possible to run a successful business this way. My web traffic keeps going up, hitting a new all-time high of 10.7 million page views last month. When I announced the new workshops, they sold enough tickets to cover all the costs within the first week, and some are still months away.

This October 1st will be my blog's 7-year anniversary. Only a tiny percentage of blogs last that long. I doubt I'd still be happy doing this, however, if I held back in order to avoid alienating anyone.

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ONE THING I'VE LEARNED

is that although not everyone will like you for being you, more people will respect you. And some of them, as ironic as it may seem, will actually refer new business to you even if they don't like you that much. They may be disappointed that they don't have much compatibility with you personality-wise, but there's a good chance they'll be able to tap into some appreciation for you at the level of character. While people may not like some of my personal interests, I think many of them still appreciate my honesty and openness. They may not like my playfulness or sense of humor, but they can still appreciate my willingness to push boundaries and stretch myself.

I'M NOT REALLY TRYING TO PUSH PEOPLE AWAY

or to alienate people — not directly. I'm simply making sure that I continue to enjoy my work and that it remains a labor of love. I hope you can understand and appreciate that. There are plenty of other people in this field, and if you find that my style or my message is a turnoff for you, I invite and encourage you to go elsewhere. It really is pointless to complain to me about such things though because despite the protests, I'm going to continue doing what I love, and I absolutely refuse to sanitize my public image. If you attempt to complain to me about that, don't be so surprised when I treat you as a fool for doing so.

WE ♥ OUR
CUSTOMERS





Understanding Family Relationship Problems

“One of the most difficult matters to confront with respect to family relationships is that you don’t control the entire relationship yourself.”

- by Steve Pavlina

Whether the relationship thrives or withers isn’t up to you alone. As the saying goes, it takes two to tango.

When major family

relationship problems are encountered, it’s common to attempt a control strategy. You try to get the other person to change. Sometimes this approach works,

especially if your request and the other person are both reasonable. But many times it just leads to frustration.

On the other hand, if you can’t change the other person, maybe you should just accept them as they are. That’s another strategy that sometimes works, but this one can also lead to frustration and even resentment if your needs aren’t being met.

There is, however, a third alternative for those times when changing the other person and accepting the other person as-is are both unworkable for you. And that option is to change yourself in a way that solves the problem. This requires that you redefine the problem as an internal one instead of an external one, and then the solution will take the form of an expansion of your awareness and/or a change in your beliefs.



An internal way of viewing relationship problems is that they reflect back to you a part of yourself that you dislike. If you have a negative external relationship situation, it's a reflection of a conflict in your own thinking. As long as you keep looking outside yourself for the answer, you may never resolve the external problem. But once you start looking inside yourself for the problem, it may become easier to solve.

What you'll find when you tackle such problems is that you harbor one or more beliefs that perpetuate the relationship problem in its current form. Those beliefs are the real problem — the true cause of the unhealthy relationship.

For example, consider a problematic relationship between yourself and another family member. Suppose you hold the belief that you must be close to every family member simply because they're related to you. Perhaps you'd never tolerate this person's behavior if it came from a stranger, but if the person is a relative, then you tolerate it out of a sense of duty, obligation, or your personal concept of family. To push a family member out of your life might cause you to feel guilty, or it could lead to a backlash from other family members. But genuinely ask yourself, "Would I tolerate this behavior from a total stranger? Why do I tolerate it from a family member then?" Exactly why have you chosen to continue the relationship instead of simply kicking the person out of your life? What are the beliefs that perpetuate the problematic relationship? And are those beliefs really true for you?

I love my parents and siblings unconditionally (I have two younger sisters and one younger brother). However, I haven't had a particularly close-knit relationship with any of them for many years. There was no major falling out or anything like that — it's just that my personal values and lifestyle have moved so far from theirs that there isn't enough basic compatibility to form a strong common bond anymore. My parents and siblings are all of the employee mindset with a very low tolerance for risk, but as an entrepreneur, risk is my favorite breakfast. My wife and kids and I are all vegan, while my parents and siblings celebrate the holidays with the traditional consumption of animals. I don't recall anyone in my family ever saying, "I love you," while I grew up, but with my own kids I'm very affectionate and strive to tell them I love them every day. My parents and siblings are all practicing Catholics, but I left that behind 17 years ago in order to explore other belief systems. (Technically within their belief system, I'm doomed to hell, so that sorta puts a damper on things.) Even though this is the family I grew up with and shared many memories, our core values are so different now that it just doesn't feel like a meaningful family relationship anymore.

Despite all these differences, we're all on good terms with each other and get along fairly well, but our differences create such a big gap that we have to settle for being relatives without being close friends.

If you operate under the belief that family is forever and that you must remain loyal to all your relatives and spend lots of time with them, I want you to know that those beliefs are your choice, and you're free to embrace them or release them. If you're fortunate enough to have a close family that is genuinely supportive of the person you're

becoming, that's wonderful, and in that situation, you'll likely find the closeness of your family to be a tremendous source of strength. Then your loyalty to family closeness will likely be very empowering.

On the other hand, if you find yourself with family relationships that are incompatible with your becoming your highest and best self, then excessive loyalty

to your family is likely to be extremely disempowering. You'll only be holding yourself back from growing, from achieving your own happiness and fulfillment, and from potentially doing a lot of good for others.

If I retained a very close relationship with my birth family, it would be like putting a lampshade over my spirit. I wouldn't be the person I am today.

☞ *continued*

My way of dealing with my family situation was to broaden my definition of family. On one level I feel an unconditional connection with all human beings, but on another level, I see people with whom I share a deep compatibility as my true family. For example, my wife and I both have a strong commitment to doing good for the planet as best we can, which is one reason we each find each other attractive. And that's partly why she's my best friend as well as my wife. When I see people who are living very, very consciously and deliberately and who've dedicated their lives to the pursuit of a worthy purpose, I have a strong sense that on some level, those people are members of my family. And this connection feels more real to me than the blood relationships I was born into.

Loyalty is a worthy value, but what does it mean to be loyal to one's family? Since loyalty is very important to me, I had to refine my view of this concept to place loyalty to my highest and best self above loyalty to the people I was born with. That was a difficult mental shift to make, but in the long run it has given me a sense of peace. I realize now that family is a concept which is capable of extending far beyond blood.

What I'm suggesting is that in order to solve family relationship problems, which exist at one level of awareness, you may need to pop your consciousness up a level and take a deeper look at your values, beliefs, and your definitions of terms like loyalty and family. Once you resolve those issues at the higher level, the low level relationship problems will tend to take care of themselves. Either you'll transcend the problems and find a new way to continue your relationship without conflict, or you'll accept that you've outgrown the relationship in its current form and give yourself permission to move on to a new definition of family.

You see... when you say goodbye to a problematic relationship issue, you're really saying goodbye to an old part of yourself that you've outgrown. As I became less compatible with my birth family, I also gradually dropped parts of myself that no longer served me. I drifted away from rigid religious dogma, from fear of risk-taking, from eating animals, from negativity, and from being unable to say, "I love you." As I let all of those things pass from my consciousness, my external-world relationships changed to reflect my new internal relationships.

As within, so without. If you hold onto conflict-ridden relationships in your life, the real cause is your inner attachment to conflict-ridden thoughts. When you alter the mental relationships within your own mind, your physical world will change

to reflect it. So if you kick negative thoughts out of your head, you will find yourself simultaneously kicking negative people out of your life.

There is a wonderful rainbow at the end of

this process of letting go, however. And that is that when you resolve conflicts in your consciousness that cause certain relationships to weaken, you simultaneously attract new relationships that resonate with your expanded level of consciousness.

We attract into our lives more of what we already are. If you don't like the social situation you find yourself in, stop broadcasting the thoughts that attract it. Identify the nature of the external conflicts you experience, and then translate them into their internal equivalents. For example, if a family member is too controlling of you, translate that problem into your own internal version: You feel your life is too much out of your control.

"WHEN YOU IDENTIFY THE PROBLEM AS EXTERNAL, YOUR ATTEMPTED SOLUTIONS MAY TAKE THE FORM OF TRYING TO CONTROL OTHER PEOPLE, AND YOU'LL MEET WITH STRONG RESISTANCE."

But when you identify the problem as internal, it's much easier to solve. If another person exhibits controlling behavior towards you, you may be unable to change that person. However, if you feel you need more control in your life, then you can actually do something about it directly without needing to control others.

I'll actually go so far as to say that the purpose of human relationships may be the expansion of consciousness itself. Through the process of identifying and resolving relationship problems, we're forced to deal with our internal incongruencies. And as we become more conscious on the inside, our relationships expand towards greater consciousness on the outside.



How To Stop Complaining?

-by Steve Pavlina

Perhaps the most important step in quitting the habit of complaining is to disconnect the undesirable behavior from your identity. A common mistake chronic complainers make is to self-identify with the negative thoughts running through their minds. Such a person might admit, "I know I'm responsible for my thoughts, but I don't know how to stop myself from thinking negatively so often." That seems like a step in the right direction, and to a certain degree it is, but it's also a trap. It's good to take responsibility for your thoughts, but you don't want to identify with those thoughts to the point you end up blaming yourself and feeling even worse.

A BETTER STATEMENT

might be, "I recognize these negative thoughts going through my mind. But those thoughts are not me. As I raise my awareness, I can replace those thoughts with positive alternatives." You have the power to recondition your thoughts, but the trick is to keep your consciousness out of the quagmire of blame. Realize that while these thoughts are flowing through your mind,

they are not you. You are the conscious conduit through which they flow.

MENTAL CONDITIONING

Although your thoughts are not you, if you repeat the same thoughts over and over again, they will condition your mind to a large extent. It's almost accurate to say that we become our dominant thoughts, but I think that's taking it a bit too far.

consider how the foods you eat condition your body. You aren't really going to become the next meal you eat, but that meal is going to influence your physiology, and if you keep eating the same meals over and over, they'll have a major impact on your body over time. Your body will crave and expect those same foods. However, your body remains separate and distinct from the foods you eat, and you're still free to change what you eat, which will gradually recondition your physiology in accordance with the new inputs.

This is why negative thinking is so addictive. If you keep holding negative thoughts, you condition your mind to expect and even crave those continued

inputs. Your neurons will even learn to predict the reoccurrence of negative stimuli. You'll practically become a negativity magnet.

▶ THE TRAP OF NEGATIVE THINKING

This is a tough situation to escape because it's self-perpetuating, as anyone stuck in negative thinking knows all too well. Your negative experiences feed your negative expectations, which then attract new negative experiences.

In truth most people who enter this pattern never escape it in their entire lives. It's just that difficult to escape. Even as they

rail against their own negativity, they unknowingly perpetuate it by continuing to identify with it. If you beat yourself up for being too negative, you're simply reinforcing the pattern, not breaking out of it.

I think most people who are stuck in this trap will remain stuck until they experience an elevation in their consciousness. They have to recognize that they're trapped and that continuing to fight their own negativity while still identifying with it is a battle that can never be won. Think about it. If beating yourself up for being too whiny was going to work, wouldn't it have worked a long time ago? Are you any closer to a solution

for all the effort you've invested in this plan of attack? Consequently, the solution I like best is to stop fighting and surrender. Instead of resisting the negativity head-on, acknowledge and accept its presence. This will actually have the effect of raising your consciousness.

▶ OVERCOMING NEGATIVITY

You can actually learn to embrace the negative thoughts running through your head and thereby transcend them. Allow them to be, but don't identify with them because those thoughts are not you. Begin to interact with them like an observer. It's been said that the mind is like a hyperactive monkey. The more you fight with the monkey, the more hyper it becomes. So instead just relax and observe the monkey until it wears itself out. Recognize also that this is the very reason you're here, living out your current life as a human being. Your reason for being here is to develop your consciousness. If you're mired in negativity, your job is to develop your consciousness to the point where you can learn to stay focused on what you want, to create positively instead of destructively. It may take you

More than a Lifetime



to accomplish that, and that's OK.

YOUR LIFE IS ALWAYS REFLECTING BACK TO YOU THE CONTENTS OF YOUR CONSCIOUSNESS. IF YOU DON'T LIKE WHAT YOU'RE EXPERIENCING, THAT'S BECAUSE YOUR SKILL AT CONSCIOUS CREATION REMAINS UNDERDEVELOPED.

THAT'S NOT A PROBLEM THOUGH BECAUSE YOU'RE HERE TO DEVELOP IT. YOU'RE EXPERIENCING EXACTLY WHAT YOU'RE SUPPOSED TO BE EXPERIENCING SO YOU CAN LEARN.



☛ CONSCIOUS CREATION

If you need a few more lifetimes to work through your negativity, you're free to take your time. Conscious creation is a big responsibility, and maybe you don't feel ready for it yet. So until then you're going to perpetuate the pattern of negative thinking to keep yourself away from that realization. You must admit that the idea of being the primary creator of everything in your current reality is a bit daunting. What are you going to make of your life? What if you screw up? What if you make a big mess of everything? What if you try your best and fail? Those self-doubts will keep you in a pattern of negativity as a way of avoiding that responsibility.

Unfortunately, this escapism has consequences. The only way true creators can deny responsibility for their creations is to buy into the illusion that they aren't really creating any of it. This means you have to turn your own creative energy against yourself. You're like a god using his powers to become powerless. You use your strength to make yourself weak.

The reason you may be stuck in a negative thought pattern right now is that at some point, you chose it. You figured the alternative of accepting full responsibility for everything in your reality would be worse. It's too much to handle. So you turned your own thoughts against yourself to avoid that awesome responsibility. And you'll continue to remain in a negative manifestation pattern until you're ready to start accepting some of that responsibility back onto your plate.

Negativity needn't be a permanent condition. You still have the freedom to choose otherwise. In practice this realization normally happens in layers of unfolding awareness. You begin to accept and embrace more and more responsibility for your life.

☛ ASSUMING TOTAL RESPONSIBILITY

You see... the real solution to complaining is responsibility. You must say to the universe (and mean it), "I want to accept more responsibility for everything in my experience."

Here are some examples of what I mean by accepting responsibility:

✓If I'm unhappy, it's because I'm creating it. ✓If there's a problem in the world that bothers me, I'm responsible for fixing it. ✓If someone is in need, I'm responsible for helping them. ✓If I want something, it's up to me to achieve it. ✓If I want certain people in my life, I must attract and invite them to be with me. ✓If I don't like my present circumstances, I must end them.

On the flip side, it may also help to take responsibility for all the good in your life. The good stuff didn't just happen to you. You created it. Well done.

Pat yourself on the back for what you like, but don't feel you must pretend to enjoy what you clearly don't like. But do accept responsibility for all of it... to the extent you're ready to do so.

Complaining is the denial of responsibility. And blame is just another way of excusing yourself from being responsible. But this denial still wields its own creative power.

Conscious creation is indeed an awesome responsibility. But in my opinion it's the best part of being human. There's just no substitute for creating a life of joy, even if it requires taking responsibility for all the unwanted junk you've manifested up to this point.

When you catch yourself complaining, stop and ask yourself if you want to continue

to deny responsibility for your reality or to allow a bit more responsibility back onto your plate. Maybe you're ready to assume more responsibility, and maybe you aren't, but do your best to make that decision consciously.

Do you want sympathy for creating what you don't want, or do you want congratulations for creating what you do want?

How To Be A Man?

-by Steve Pavlina

What does it mean to be a man today?

How can men consciously express their masculinity without becoming cold or closed-hearted on the one hand... or wimpy and emasculated on the other? What's the most loving way for a conscious man to express himself?

HERE ARE 10 WAYS TO LIVE MORE CONSCIOUSLY AS A MAN:

1. MAKE REAL DECISIONS

A man understands and respects the power of choice. He lives a life of his own creation. He knows that life stagnates when he fails to decide and flourishes when he chooses a clear path.

When a man makes a decision, he opens the door he wants and closes the doors he doesn't want. He locks onto his target like a guided missile. There's no guarantee he'll reach his target, and he knows this, but he doesn't need such guarantees. He simply enjoys the sense of inevitability that comes from pushing the launch button.

A man doesn't require the approval of others. He's willing to follow his heart wherever it leads him. When a man is following his heart-centered path, it's of little consequence if the entire world is against him.



2. PUT YOUR RELATIONSHIPS SECOND

A man who claims his #1 commitment in life is his relationship partner (or his family) is either too dishonest or too weak to be trusted. His loyalties are misplaced. A man who values individuals above his own integrity is a wretch, not a free thinker.

A man knows he must commit to something greater than satisfying the needs of a few people. He's not willing to be domesticated, but he is willing to accept the responsibility that comes with greater challenges. He knows that when

he shirks that duty, he becomes something less than a man. When others observe that the man is unyieldingly committed to his values and ideals, he gains their trust and respect, even when he cannot gain their direct support. The surest way for a man to lose the respect of others (as well as his self-respect) is to violate his own values.

Life will test the man to see if he's willing to put loyalty to others ahead of loyalty to his principles. The man will be offered many temptations to expose his true loyalties. A man's greatest reward is to live with integrity, and his greatest punishment is what he inflicts upon himself for placing anything above his

integrity. Whenever the man sacrifices his integrity, he loses his freedom... and himself as well. He becomes an object of pity.

3. BE WILLING TO FAIL.

A man is willing to make mistakes. He's willing to be wrong. He'd rather try and fail than do nothing.

A man's self-trust is one of his greatest assets. When he second-guesses himself by worrying about failure, he diminishes himself. An intelligent man considers the prospect of failure, but he doesn't preoccupy himself with pointless worry.



HE ACCEPTS THAT IF A FAILURE OUTCOME

occurs, he can deal with it. A man grows more from failure than he does from success. Success cannot test his resolve in the way that failure can. Success has its challenges, but a man learns more about himself when he takes on challenges that involve risk. When a man plays it safe, his vitality is lost, and he loses his edge.

4. BE CONFIDENT

A man speaks and acts with confidence. He owns his attitude.

A man doesn't adopt a confident posture because he knows he'll succeed. He often knows that failure is a likely outcome. But when the odds of success are clearly against him, he still exudes confidence. It isn't because he's ignorant or suffering from denial. It's because he's proving to himself that he has the strength to transcend his self-doubt. This builds his

courage and persistence, two of his most valuable allies.

A man is willing to be defeated by the world. He's willing to be taken down by circumstances beyond his control. But he refuses to be overwhelmed by his own self-doubt. He knows that when he stops trusting himself, he is surely lost. He'll surrender to fate when necessary, but he won't surrender to fear.

5. EXPRESS LOVE ACTIVELY

A man is an active giver of love, not a passive receiver. A man is the first to initiate a conversation, the first to ask for what's needed, and the first to say "I love you." Waiting for someone else to make the first move is unbecoming of him. The universe does not respond positively to his hesitation. Only when he's in motion do the floodgates of abundance open.

Man is the out-breath of source energy. It is his job — his duty — to share his love with the world. He must wean himself from suckling the energy of others and become a vibrant transmitter of energy himself. He must allow that energy to flow from source, through him, and into the world. When he assumes this role, he has no doubt he is living as his true self.

6. RE-CHANNEL SEX ENERGY

A man doesn't hide his sexuality. If others shrink from him because he's too masculine, he allows them to have their reaction. There's no need for him to lower his energy just to avoid frightening the timid. A man accepts the consequences of being male; he makes no apologies for his nature.

A man is careful not to allow his energy to get stuck at the level of lust. He re-channels much of his sexual energy into

his heart and head, where it can serve his higher values instead of just his animal instincts. (You can do this by visualizing the energy rising, expanding, and eventually flowing throughout your entire body and beyond.)

A man channels his sexual energy into his heart-centered pursuits. He feels such energy pulsing within him, driving him to action. He feels uncomfortable standing still. He allows his sexual energy to explode through his heart, not just his genitals.



☛ *continued*

7. FACE YOUR FEARS

FOR A MAN, BEING AFRAID OF SOMETHING is reason enough to do it. A man's fear is a call to be tested. When a man hides from his fears, he knows he's fallen out of alignment with his true self. He feels weak, depressed, and helpless. No matter how hard he tries to comfort himself and achieve a state of peace, he cannot overcome his inner feeling of dread. Only when facing his fears does a man experience peace.

A MAN MAKES A FRIEND OF RISK.

He doesn't run and hide from the tests of fear. He turns toward them and engages them boldly.

A MAN SUCCEEDS OR FAILS.

A coward never makes the attempt. Specific outcomes are of less concern to a man than his direction.

A MAN FEELS LIKE A MAN

whenever he faces the right way, staring straight into his fears. He feels even more like a man when he advances in the direction of his fears, as if sailing on the winds of an inner scream.



8. HONOR THE MASCULINITY OF OTHER MEN.

When a man sees a male friend undertaking a new venture that will clearly lead to failure, what does the man do? Does he warn his friend off such a path?

No, the man encourages his friend to continue. The man knows it's better for his friend to strike out confidently and learn from the failure experience.

The man honors his friend's decision to reach out and make the attempt. The man

won't deny his friend the benefits of a failure experience. The man may offer his friend guidance, but he knows his friend must fail repeatedly in order to develop self-trust and courage.

When you see a man at the gym struggling to lift a heavy weight, do you jump in and say, "Here... let me help you with that. Maybe the two of us can lift it together"? No, that would rob him of the growth experience — and probably make a quick enemy of him as well.

The male path is filled with obstacles. It typically includes more failures than successes. These obstacles help a man discover what's truly important to him. Through repeated failures a man learns to persist in the pursuit of worthy goals and to abandon goals that are unworthy of him.

A man can handle being knocked down many times. For every physical setback he experiences, he enjoys a spiritual advancement, and that is enough for him.

9. ACCEPT RESPONSIBILITY FOR YOUR RELATIONSHIPS

A man chooses his friends, lovers, and associates consciously. He actively seeks out the company of people who inspire and challenge him, and he willingly sheds those who hold him back.

A man doesn't blame others for his relationship problems.

When a relationship is no longer compatible with his heart-centered path, he initiates the break-up and departs without blame or guilt.

A man holds himself accountable for the relationships he allows into his life. He holds others accountable for their behavior, but he holds himself accountable for his decision to tolerate such behavior.

A man teaches others how to treat him by the relationships he's willing to allow into his life.

A man refuses to fill his life with negative or destructive relationships; he knows that's a form of self-abuse.



10. DIE WELL

A man's great challenge is to develop the inner strength to express his true self.

He must learn to share his love with the world without holding back. When a man is satisfied that he's done that, he can make peace with death.

But if he fails to do so, death becomes his enemy and haunts him all the days of his life.

A man cannot die well unless

he lives well. A man lives well

when he accepts his mortality and draws strength from knowing that his physical existence is temporary.

When a man faces and accepts the inevitability of death... when he learns to see death as his ally instead of his enemy... he's finally able to express his true self. So a man isn't ready to live until he accepts that he's already dead.





COVER GIRL

J. LO.

JENNIFER LOPEZ A SINGER, DANCER, ACTRESS, FASHION DESIGNER AND REALITY TELEVISION STAR. YUP, SHE IS NONE OTHER THAN THE WORLD-RENOWNED JENNIFER LOPEZ, *A.K.A J. Lo.*

She started off as a low profile backup dancer but managed to climb up the ladder and found major success in entertainment industry as a singer and actress. Jennifer Lopez married top salsa artist, Marc Anthony in 2006 and gave birth to twins; the couple separated after seven years of marriage.

Jennifer Lopez was born in Bronx, New York on July 24, 1969 to parents from Puerto Ricans. In the 90s, she began her career as a backup dancer for New Kids on the Block and involved in several musical videos. Later on, she started gaining her fame by becoming one of the Fly Girl dancers on the popular Fox series, "The Living Color".

Acting Career

Jennifer Lopez's first significant career breakthrough in movie industry came in 1997 when she played the role of Selena in Selena, a biography of the famous Tejano pop singer who was killed by Yolanda Saldívar, the president of Selena Fan Club. Jennifer Lopez's splendid performance managed to gain the limelight and got nominated for Golden Globe Award. Furthermore, she was paid handsomely for the role and considered the top paid actress back then with the paycheck of \$1 million. Jennifer Lopez was on a hot streak and continued her acting career as a leading role in movies like Anaconda, Blood and Wine, U turn and Out of Sight. Besides that, she even became the voice actress for the computer animated films such as Antz, Ice Age and lastly, Home, which was released in March 2015 grossing over \$386 million worldwide.

Jennifer Lopez's acting career has slowed down recently and she starred mainly in romance comedy genre films like What to Expect When You're Expecting and The Back-up Plan. Her latest role in The Boy Next Door, an American erotic thriller film received substantial amount of negative reviews but managed to gross approximately 12 times its budget which is considered a commercial success.

Music Career

Jennifer Lopez is considered one of the most multi-talented artists as she shook the world when she released her album, "J. Lo" in 2001 which debuted at No. 1 on Billboard Top 200. During that week, her romantic comedy film, Wedding Planner was released as number one at Box Office as well. Jennifer Lopez is the first artist that managed to get number one for both film and album concurrently.

In the following year, Jennifer Lopez released another album titled "This is Me... Then". This album managed to achieve number two on Billboard Top 200 and sold approximately 2.6 million copies. Interesting fact about this album is that Ben Affleck was the main source of inspiration and motivation for the album. There was even one track titled "Dear Ben" which was dedicated to Affleck. Additionally, Affleck and Lopez were in a high profile relationship back then and the relationship attracted extra attentions from the media.

Television Series Career

In 2010, Jennifer Lopez joined the 10th season of American Idol as one of the judges together with Steven Tyler from Aerosmith. Media reported that Lopez was taking this opportunity to revive her career as she was not doing so well in the 2010s and this could be the only chance for her to get back up in entertainment industry. Lopez announced that she will be leaving American Idol in 2012 in order to pursue her acting and music career that she has to put on hold since she joined American Idol. However, her departure did not work out and decided to stay back. Lopez stayed in American Idol series for four years and will continue to star in the final season of American Idol which is expected to premier in 2016.

Personal Life

Jennifer Lopez has quite a complicated marriage life throughout the years. She firstly got married to Ojani Noa, a Cuban waiter and it only lasted for a year. Then, she dated rapper and record producer, Sean Combs while she was working on her first album, On the 6. Lopez left Combs when he was charged with criminal possession of a weapon. Next, Lopez found her next love, Chris Judd and they got married in 2001. However, the marriage with back-up dancer, Judd did not work out as well and they went separate ways in 2002. After her second divorce, she was having a high profile relationship with Ben Affleck and they both got engaged in 2002. Fun fact, they were being addressed as the supercouple 'Bennifer' back then. Unfortunately, Bennifer did not make it and they broke up in 2004. Lopez's next love is her long time friend, Marc Anthony, also known as the salsa king. They both got married in 2004 and Lopez gave birth to twins in 2008. Sadly, the third marriage failed and they announced their separation in 2014. Now that Jennifer Lopez is on her own, she has dropped Anthony's last name, Muñoz.



It is often said that a model should have a good personality. Describe your personality?

I AM A BUBBLY BLONDE THAT IS FUN AND SOMETIMES SILLY. I TRY TO SEE THE GOOD IN EVERY PERSON AND SITUATION. I AM SPONTANEOUS AND LIVE FOR THE MOMENT BUT AT THE SAME TIME I AM A PLANNER AND I AM ALWAYS PREPARING FOR MY FUTURE.

If you could have a superpower, or combination of many superpowers, which power(s) would you choose?

IF I COULD HAVE ANY SUPER POWERS IT WOULD BE TO FLY AND TO MAKE CLOTHES AND LINGERIE APPEAR BY SNAPPING MY FINGERS.

What type of underwear you normally wear?

WHATEVER MATCHES MY BRA.

Do you have any pets?

WISH I DID, BUT I'M TOO BUSY TO STAY HOME AND TAKE CARE OF THEM.

Remind our readers how you came to learn about BIZSU MAGAZINE and what do you like about it?

I WAS LOOKING FOR MAGAZINES THAT WOULD HELP ME PROMOTE MY MODELING IN A CLASSY WAY. I FOUND BIZSU AND THOUGHT IT WOULD BE AN EXCELLENT CHOICE, SO I SUBMITTED MY IMAGES. WHAT I LIKE ABOUT BIZSU IS THAT THEY ALLOW WOMEN TO SHOW THEIR BEAUTY AND THEIR INTELLECT.

Describe your favorite date?

BEING AT THE BEACH TOGETHER IN HAWAII WITH A SPECIAL SOMEONE. AND GOING ON ADVENTURES LIKE BOOGIE BOARDING, SNORKELING, TANNING, HIKING, SHOPPING, AND EXPLORING.

Have you ever posed Nude? for who and Why?

NO I HAVE NEVER DONE NUDITY. I HAVE DONE IMPLIED AND SHEER FOR ARTISTIC AND FASHION PURPOSES.

Name one celebrity you would date and why?

THAT IS A TOUGH QUESTION, BECAUSE I'M NOT A CELEBRITY CHASER. I LIKE PEOPLE

WHO ARE REAL AND PEOPLE THAT CARE MORE ABOUT WHAT REALLY MATTERS THAN JUST APPEARANCES. I'M NOT SAYING I WOULD NEVER DATE A CELEBRITY, BUT I WOULD HAVE TO KNOW THEM AS A PERSON, NOT JUST THEIR IMAGE.

Are you a smoker? if yes, your favorite brand?

NOPE I HAVE NEVER SMOKED ANYTHING IN MY LIFE.

Your favorite cocktail?

I DON'T REALLY DRINK HARD LIQUOR, BUT I LIKE WINE.

Were you bullied as a kid?

I THINK EVERYONE HAS BEEN BULLIED AND PICKED ON TO SOME DEGREE AS A CHILD, BUT YOU SHOULD ALWAYS TRY TO STAY POSITIVE AND NOT EVER LET ANYTHING THAT SOMEONE SAYS BRING YOU DOWN. USUALLY PEOPLE THAT BULLY ARE JUST JEALOUS, ALWAYS REMEMBER THAT.

What does a guy need to do to impress you?

I LIKE GUYS WHO ARE INTELLIGENT, FUNNY, MATURE, HANDSOME, AND HAVE MANY GOALS IN THEIR LIVES. I ALSO LIKE MEN WHO ARE POLITE, HAVE RESPECT FOR WOMEN, AND KNOW HOW TO TREAT A LADY.

You have done some acting before correct? Do you want to continue in that direction professionally or do you enjoy modeling more?

I LOVE MODELING AND ACTING. UP TO NOW I HAVE BEEN A LOT MORE INVOLVED IN MODELING, BUT I HOPE TO SOMEDAY BE EQUALLY INVOLVED IN BOTH.

fan mail
COURTNEY COCO
PO BOX 6444
GLENDALE, AZ
85312

What are your plans for 2016? Movies? More covers & Magazines?

MY PLANS WOULD BE MORE MAGAZINES, MORE COVERS, MANY MORE PHOTOSHOOTS, START MY OWN CLOTHING LINE, AND POSSIBLY MOVE TO LA LOOKING FOR MORE ACTING ROLES.

You have been in quite a few magazines. How does it feel to know that guys all over the world are fans of yours?

I FEEL FLATTERED TO KNOW THAT MANY MEN THINK THAT I AM ATTRACTIVE, ESPECIALLY KNOWING THAT BEAUTY STANDARDS ARE SO DIFFERENT FROM ONE COUNTRY TO THE NEXT. IT ALSO FEELS GREAT TO BE IN WHAT I CONSIDER TO BE ONE OF THE BEST MEN'S MAGAZINES.

We know you have a great sense of business skills not just beauty, tell us about current projects that you are working on.

I'M CURRENTLY SELLING POSTERS AND AM WORKING ON ADDING MORE PRODUCTS. YOU CAN CHECK THEM OUT AT COURTNEYCOCO.COM

What are you wearing?

I'M OUTSIDE TANNING & WEARING A BIKINI.

What advice would you give to young girls wanting to get into the modeling business?

ALWAYS FOLLOW YOUR DREAMS BUT DON'T EVER DO ANYTHING THAT GOES AGAINST YOUR MORALS. NEVER GIVE UP ON SOMETHING, BECAUSE PEOPLE AROUND YOU SAY YOU CAN'T DO IT. STAY POSITIVE, AND ALWAYS TELL YOURSELF THAT IT WILL HAPPEN.

Do you believe in GOD?

YES, OF COURSE I DO. I LOVE GOD VERY MUCH. OUR LIFE IS A DREAM, HEAVEN IS REALITY, AND LIFE IS A BEAUTIFUL WORK OF ART THAT GOD KEEPS PAINTING.

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COURTNEY COCO

A beautiful bubbly blonde with a heart of gold. Her friendly personality, sweet demeanor, and commitment to her career has made her a force to contend with in her local modeling scene and has already got her noticed across the USA and places around the world. Her penchant for organization and meticulous attention to detail makes her a very sought-after model among both established and up-and-coming photographers and designers.

Courtney is known to enjoy living in the moment, but behind that captivating look in her bright green eyes (which only about 2% of the world's population has by the way) there is a mind that is always thinking up new ways to challenge herself, and planning for the future. Yoga is one of her favorite hobbies because it brings peace to the mind and soul, fills her with positive energy, and dispels the stress and negativity from the world. And it helps her maintain her beautifully svelte dancer physique. Courtney's ambition has driven her to set many goals for herself, and she has already accomplished many things in her young life.

Among her accomplishments are many music videos in several music genres (no categorizing this talent!), many magazines some of which she has been featured in and/or graced the cover, and has participated in a few short films. Her plans for the future include great things like major motion pictures, singing and dancing in musicals, TV shows, and achieving a level of fame through continuing her modeling career plus other opportunities in the dance/artistic industry. Other key endeavors Courtney is pushing, is a clothing line, and possibly a yoga studio/school which would also make her a businesswoman. Her main purpose in life is to make a positive difference in everyone around her, either directly or indirectly, and it is her hope that through her successes she can inspire others to believe in themselves and follow their dreams against all odds.

INSIDE

COVER

MODEL



Model Info:

Weight: 111 Height: 5'4
Chest: 32B Panty: Small
Shoe: 8.5 Birth: Phoenix, AZ
Marital Status: Single

Courtesy Photography by Timothy Frain



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